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EMBRY-RIDDLE™
Aeronautical University

Brand Identity Graphic Standards Guidelines

V 7.10 / 030613

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A Letter From The President

As President of Embry-Riddle Aeronautical University, I am excited to be presenting a new era in marketing and communicating our brand to the world. Although not revolutionary in scope, we've chosen a more "evolutionary" direction in how we communicate the highly successful legacy of the University. Our hard-earned brand equity has been developed over 85 years, and we take great pride in our rich heritage. We encourage you to help promote and protect this image through our new brand standards manual.

As the president of Embry-Riddle Aeronautical University, I endorse this new brand standards manual. I encourage everyone to use it whenever developing or designing any materials for the university.

Today, first impressions occur in a myriad of formats, from print to online; the manner in which we present ourselves graphically has a significant impact on how we are perceived by the public.

When you consider that many of our recruitment efforts are focused on high school seniors, who often wear logo clothing and have a sophisticated understanding of brand differentiation, it becomes necessary to speak and engage with them on a level they can connect with.

As Embry-Riddle Aeronautical University continues to grow in prominence among our various audiences—potential students, alumni, faculty, educational organizations, friends, corporate partners, the media, and the general public—the University has made it a priority to publish and then monitor the impact of communications.

Identifiers such as logos, colors, type fonts, and writing style are key to promoting a clear and consistent image of our institution. Therefore, we have implemented important changes, some of them subtle, to promote a universal brand of Embry-Riddle.

The detailed guidelines for using our logo and other visual representations of our institution—the seal, the word mark, and the Eagle—are featured in this manual. To assist you in complying with these guidelines, our brand standards manual is available in PDF format to download. Please take a few minutes to familiarize yourself with it, and refer to it for your communication pieces.

I am confident that this new communication tool will help us maintain our University's unique position and heritage for years to come. Although the manual is self-explanatory and easy to use, if you have any questions please feel free to contact *The University Marketing Brand Standards Team.*

John P. Johnson, Ph.D.
President
Embry-Riddle Aeronautical University

As a specialized technological university,
Embry-Riddle enables students for a career to
PURSUE THEIR LIFE'S PASSIONS
in the fields of aviation, aerospace, engineering, transportation and related fields.
Embry-Riddle prepares individuals for
A FUTURE OF SUCCESS
Embry-Riddle gives individuals an
EXTRA COMPETITIVE EDGE
for their careers.
Embry-Riddle gives students the ability to achieve their
MAXIMUM CAREER POTENTIAL
Embry-Riddle is dedicated to transforming students and
CREATING LEADERS
As a specialized technological university,
Embry-Riddle provides students with a
WORLD-CLASS QUALITY EDUCATION
in the fields of aviation, aerospace, engineering, and transportation amidst an increasingly competitive and ever-changing world

The Brand Strategy

To drive Brand Positioning, the *Embry-Riddle Marketing Department* conducted an exhaustive two-phase brand positioning audit process. In *Phase 1*, key internal stakeholders participated in a self-directed web-based process that defined key strengths and differentiating attributes of the University. In *Phase 2*, key attributes were evaluated by current and prospective residential and Worldwide Campus students, faculty and staff in a series of face-to-face discussion sessions. The following *"Brand Positioning Hierarchy"* emerged from this process.

BRAND POSITIONING HIERARCHY

The positioning statement—***Embry-Riddle Enables Students for Careers to Pursue Their Lives' Passions***—reflects the career-orientation of Embry-Riddle Aeronautical University, but it also taps into the emotional pool that makes the institution truly distinctive. This statement represents the culmination of a rigorous research process involving Internal (Faculty, Staff, Administration, and others), Current and Prospective Students (Both Residential, and Worldwide Campuses).

"Pursue Life's Passion" positioning is built on a solid functional foundation—***World-Class Quality Education*** —reflective of the high real and perceived quality of the "physical product" of the Institution.

The career-focus of Embry-Riddle students and the Embry-Riddle "physical product" is manifested in several positioning facets, each of which creates strong resonance with specific groups of Embry-Riddle stakeholders. These include:

CREATING LEADERS

EXTRA COMPETITIVE EDGE

MAXIMUM CAREER POTENTIAL

A FUTURE OF SUCCESS

THE BRAND POSITIONING

Extensive stakeholder research supports building Embry-Riddle brand positioning communications around the following key benefit:

Embry-Riddle Aeronautical University enables students to pursue their passions in careers in aviation, aerospace, engineering, transportation and related fields.

This promise is supported by several key points, including:

- *Embry-Riddle produces leaders in aviation, aerospace and engineering.*
- *Embry-Riddle graduates are astronauts, military, commercial and private pilots, CEOs of Fortune 500 companies, and leaders in their field.*
- *Embry-Riddle's aerospace engineering program is the largest in the nation and has been number one (1) rated in the country in US News and World Report for the past nine years (among programs without doctoral programs).*
- *The education offered at Embry-Riddle is the culmination of more than 80 years of experience and continues to evolve and react to state-of-the-art technology and trends.*

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Frequently Asked Questions

Before starting to examine this document in detail there are some questions that can be answered in advance in order to alleviate any concerns when considering the new brand standards.

Q: What happened to the eagle?

A: The eagle is certainly not gone. In fact it has received a much needed face lift. The eagle icon has been updated in keeping with the new brand standards. While it is no longer used as a part of the overall brand standards identity (the logo) it is none-the less a vital graphic element in the advertising and maketing materials for the school and can be used on a variety of designs and publications of a less formal nature.

Q: What is the rationale behind adding the text, "Florida, Arizona, Worldwide" beneath the new logo?

A: Embry-Riddle Aeronautical University is an educational system that has a global reach and influence. Rather than emphasizing individual centers and campuses as mere locations, this new locational description informs the reader that Embry-Riddle is both a national, coast-to-coast institution and one with a scope that is worldwide. This new line *reflects the global nature of the University, elevates campus recognition and helps to better integrate the multiple worldwide centers.*

Q: Why does the color of this document look different from computer display to computer display, or when I send it to an inkjet printer for output?

A: Imagine listening to the same musical recording using different players: a small, monaural radio speaker in an old car, a giant stereo with surround sound in a living room, at the gym over an MP3 player and ear phones. Even though it is the same music that is playing, its sound is quite different.

The same is true of color in a digital environment—or any environment where light changes. Printing is done with dyes or ink on paper or another substrate that relies on light that is reflected to be seen as a color. A display is not reflected color, it is emitted color, and thus looks brighter than even the brightest printed color.

Regarding displays, the problem is that no two computer displays are the same. Even when these monitors are manufactured by the same company on the same day, each one will have subtle—or not so subtle—differences in displaying color. Add to this issue the fact that each display may be calibrated differently, or not calibrated at all, and the differences in color becomes more pronounced. *For more information on color management and other color issues, see Section 4, Color Standards.*

Q: How do I obtain copies of the new University logo?

A: Florida and Arizona residential campuses can contact the University Communications & Marketing Department at: brand.services@erau.edu.

Worldwide campuses can contact Worldwide Marketing at: wwmktg@erau.edu.

Q: Do I have to throw out all of my existing letterhead, business cards, etc?

A: No, we encourage everyone to use their remaining stock and order new when supplies run out.

Q: Is the name Embry-Riddle Aeronautical University and its logo a registered trademark?

A: Yes.

Q: When do I use the registered version of logo?

A: The registered logo symbol should appear once in an ad, brochure, or any type of printed piece that is sent out externally, with exception to stationary and business cards. On the web the registered symbol should be on the home page and the home pages of each of the campuses websites.

Q: How do I receive help creating a brand advertisement, brochure or printed piece?

A: Contact the University Communications and Marketing Department at brand.services@erau.edu for the Florida or Arizona residential Campuses.

Contact Worldwide Marketing at wwmktg@erau.edu.

We have staff designers that can help design your next project while adhering to the guidelines of the brand standards.

Q: What software do you use?

A: We use Adobe Creative Suite® which includes Adobe Acrobat®, Illustrator®, InDesign®, and Photoshop®.

We can accept Microsoft Word® and PowerPoint® files, but do not use Publisher® files.

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1.1 Logo Standards

The New Standard

The Reason For Change

With the rapid advances being made in technology, science and business, the world is in a state of flux. Change is more than just a current buzzword; it has become a way of life. With that in mind—and in order to maintain its preeminent position as an advanced educational entity—Embry-Riddle Aeronautical University must continue to play its part in this constantly changing environment.

The drive toward this consistent message cannot, and will not, take place overnight. Simple economics dictate that this program must be phased in over a period of time. Currently there exists a large collection of materials and graphics that use, not one, but several different incarnations of the University logo. As these materials are used up or age they will be replaced with the new logo.

The graphic identity system used to mark the "brand" known as Embry-Riddle is being updated in order to keep up with this change. This update is the result of months of effort to create a brand identity that both appreciates the history and traditions of the University while at the same time making a clear and modern presentation that looks to the future. This new brand identity is a reflection of the administration, faculty, staff, students and alumni of the University and their commitment to excellence.

Moving Towards Consistency

Perhaps one of the most important aspects of any identity program is consistency. Standards must be upheld in the use of logos, logomarks, colors, typography and other graphic elements used in the University's identity program in order to promote and maintain a consistent and unified presence. The purpose of this manual is to serve as a guideline towards maintaining that consistency.

Formal And Informal Logo Use

One of the most notable aspects of the new identity is that the *landing eagle* icon has been dropped from the formal applications of the logomark. The eagle design has been revised and will be used in more informal aspects of the brand identity such as sports team icons, student organization logos and various product applications such as shirts, bookbags and other informal items.

In formal applications the identity of Embry-Riddle consists of a typographical logomark in which the two founders names are linked by a glyph that is rendered as part of the letter "R." *Where a standard hyphen is typically used to divide, this new design exemplifies the spirit of unity that has long been the hallmark of Embry-Riddle.*

In a strict sense these two connected words comprise the formal logo for the University but in most applications it will be modified by a second line of type that is referred to throughout this manual as a "descriptor" line. This modifier is comprised of the words, *Aeronautical University,* and in all formal applications will be included as part of the logo.

As Embry-Riddle has a worldwide presence, a second modifier line—a locator—may also be included that will identify the actual or virtual location of a particular campus.

Other Graphic Elements

In order to make the brand identity program more flexible there are several graphic elements that will also be introduced in this manual. These elements must also be used consistently and without any modification that could dilute the brand experience.

Your Part In The Brand

As this brand identity system is new, there may be situations or patterns of use that are not anticipated or addressed here in complete detail. We invite you to make suggestions, ask questions or call any issues concerning these new identity elements to our attention. Your feedback is important because in a very real sense you are an integral part of the "brand" called Embry-Riddle and this new identification is both for you and about you.

Legal Notice

The name Embry-Riddle Aeronautical University (ERAU) and its logos are registered trademarks owned by Embry-Riddle Aeronautical University, Inc. They are the intellectual property of the university, protected by law in the United States and abroad. Use of the university's name, logos, or derivations thereof by parties outside the university is strictly prohibited without the advanced written permission of the university, which prosecutes unauthorized uses of its name and trademarks. Requests for authorization to use the Embry-Riddle name, logo, or trademarks may be directed to:

Embry-Riddle Aeronautical University
Office of Communications & Marketing
600 S. Clyde Morris Blvd
Daytona Beach, Florida 32114
Voice: 386-226-6182
Fax: 386-226-6158

Embry-Riddle organizations using the university name and logo should consult the brand standards manual and University Administrative Policy and Procedures Manual before doing so. Student or campus organizations wishing to use the university name and logo should consult the Student Activities office before doing so.

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PRESCOTT, ARIZONA

EMBRY-RIDDLE
Aeronautical University
DAYTONA BEACH, FLORIDA

EMBRY-RIDDLE
Aeronautical University
WORLDWIDE

1.3 Anatomy Of The Logo: *The Multi-Tier System, Part 1*

The new Embry-Riddle brand identification mark (logo) is comprised of several tiers of typographical elements. The first tier is a line of text comprising the brand name logomark. A graphic alteration has been made to this text. The hyphen that connects the names “Embry” and “Riddle” is now a glyph that is rendered as an extension of the capital letter “R” rather than as a separate element.

The second line is a descriptor of the brand. It is to be considered an important extension of the logo. This line should be included in almost all designs. (The only exception may be designs for incentive products like pens or other small items where space is extremely limited. The decision to make this modification cannot be made without the expressed approval of *The University Marketing Brand Standards Team.*

A third line, called a locator, is to be used with the logo when it is necessary to specify the geographical location of a campus. The example shown here is for three campus locations but the locator line can be used to express the location of a single campus as well. The locator line is not to be considered a formal part of the logo but is used in conjunction with the logo in a number of applications.

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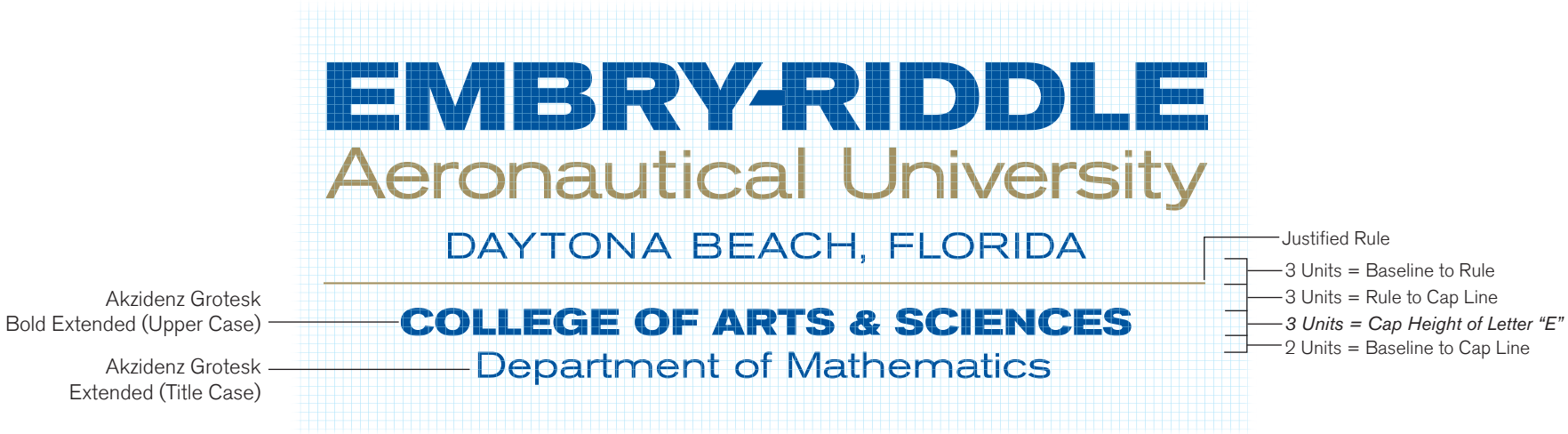
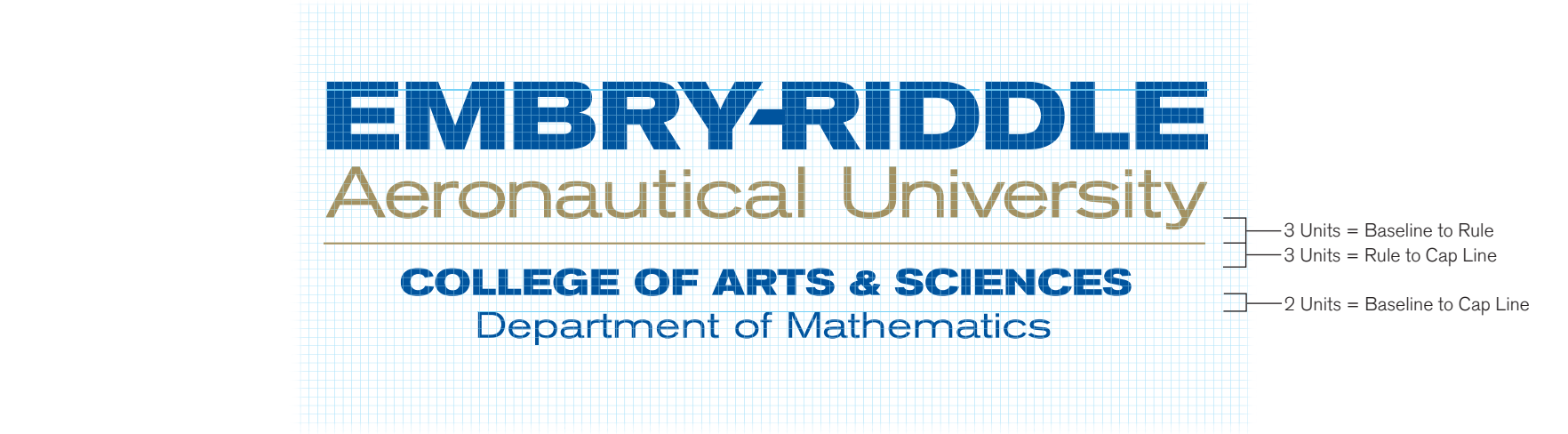

EMBRY-RIDDLE
Aeronautical University
DAYTONA BEACH, FLORIDA
COLLEGE OF ARTS & SCIENCES
Department of Mathematics
Akzidenz Grotesk Bold Extended (Upper Case)
Akzidenz Grotesk Extended (Title Case)
Justified Rule
3 Units = Baseline to Rule
3 Units = Rule to Cap Line
3 Units = Cap Height of Letter "E"
2 Units = Baseline to Cap Line


EMBRY-RIDDLE
Aeronautical University
COLLEGE OF ARTS & SCIENCES
Department of Mathematics
3 Units = Baseline to Rule
3 Units = Rule to Cap Line
2 Units = Baseline to Cap Line

1.4 Anatomy Of The Logo: *The Multi-Tier System, Part 2*

When it becomes necessary to include the name of a college, department or organization with the brand logo, a fourth and fifth tier of type is added, but with a horizontal rule to separate this new graphic element from the rest of the logo. This set of text does not always appear with the logo. On many occasions the college and department names may appear elsewhere in a design and may not be directly aligned with the logo. In these designs this specialty text does not need to relate to the size proportions described here.

When used with the brand logo, the college and department name lines are the same point size as the locator line and are centered under the logo. They are set in title case and are not justified.

A virtual grid built of an arbitrary measurement is depicted here to show how the size and spacing relationships are determined. Most of the measuring is done using the cap height of various letters as a base. The spaces between lines are shown in these units rather than as regular typographic line spacing. This way the system can be implemented and checked no matter the dimensions of the logo being used in the design.

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Spot Print Colors
(Pantone Matching System)

PMS 661

PMS 871

- Spot colors are usually used in designs such as letterhead and business cards.
- The gold spot color is a metallic ink. Printing on uncoated paper such as a letterhead may diminish its metallic sheen due to ink absorption into the paper.

Four-Color Process
Print Colors

CMYK
100/69/0/9

CMYK
20/25/60/25

- Four-color process can be used on coated and uncoated paper.
- The gold color in four-color process is not metallic. It is a process representation of the gold but it will not be an exact match due the differences in ink properties.

Electronic & Interactive
Media Colors

RGB
0/84/159

RGB
162/144/97

- RGB colors are used in televison, web and some photographic reproduction techniques.
- The gold color in RGB is not metallic. It is a process representation of the gold but it will not be an exact match due the differences in color space.

1.5 Brand Logo Colors

The two colors used in the Embry-Riddle logo follow the traditional school colors of blue and gold. The swatches shown here represent the colors used in two-color spot and four-color process (CMYK) printing as well as electronic media colors (RGB). As there is a substantial difference in the way these color spaces define colors, do not use the color swatches shown here for visual-only color correction purposes. The specific numbers used to describe theses colors should be used instead.

The Embry-Riddle logo may only be shown in these accepted colors OR in black, dark gray or reversed from a dark color (see next page). The logo cannot be shown in any other color without the expressed consent of *The University Marketing Brand Standards Team*, and then only in the most extreme circumstances.

There are additional colors that have been approved for use on print and interactive projects in conjunction with the accepted logo colors. Please see Section 4 for color swatches and information on color management issues.

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Logo Reversed From Black

Logo Reversed From Gradient

(see Page 1.12)

Logo Reversed From Dark, Non-Logo Colors or Photographic Background

(see Page 4.5 for approved complimentary color swatches)

1.6 One-Color, Black & Reversed Logo Use

There may be instances in which the Embry-Riddle logo cannot be depicted in its two-color format. It may be shown in one color as long as that color is black or one of its two acceptable logo colors. (For example, a one-color envelope printed in blue PMS 661.)

There may be special cases in which neither the color black nor one of the two approved logo colors is available. (For example, an ad in an alumni newsletter being printed in green ink only). As the logo may not be printed in this color it becomes necessary to "reverse"—show the logo as white—the art using the odd color as a background for the white logo. These background colors should be taken from the list of accepted complimentary color swatches shown on Page 4.5. The logo may also be reversed from an uncluttered, relatively dark area in a color image as long as it can be easily recognized and read.

The logo cannot be shown in any other color without the expressed consent of *The University Marketing Brand Standards Team*, and then only in the most extreme circumstances.

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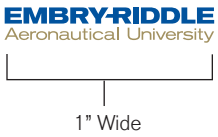

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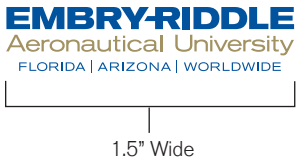

Offset lithography printing in four-color process requires a line (in this case, a ruled line, or the stoke of a letter–not a line of text) thickness of one (1) point for accurate registration. Printing half-tones with a high line screen (200 lpi or more), or printing digitally, this thickness can be somewhat less than one point.

1.7 Scaling & Minimum Sizes

When enlarging or reducing the Embry-Riddle logotype, care must be taken to ensure that the scaling is proportionally constrained to avoid distorting the lettering. There is a minimum dimension (determined by the width) for reducing the logo before it becomes either too small to read in either print or electronic applications, or is too small to print in four-color process.

The logo showing the brand name and the descriptor can be reduced to a width of one inch (1"). When the locator line is included, a width of less than one inch (1") is problematic, particularly when printing in four-color process. It is difficult to register and print colored text at this size and there are similar issues with electronic presentations at this size. One and a half inches (1½" or 1.5") is the absolute smallest size for the logo with the locator line included. It may be possible to go smaller if the logo is being printed using a single color but the instances where a layout requires a logo this small are rare and perhaps should be redesigned to a more appropriate size.

As the original artwork was created in a vector-based illustration application it is resolution independent and can be enlarged with little or no loss in quality. If the art has been saved in a raster-based format it becomes resolution dependent and should not be enlarged beyond the appropriate resolution of the output device.

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Note that the logo example shown here features a single campus location, but all the general rules concerning art size and placement still apply.

1.8 Logo Clearance

The logo requires a clear space around it to aid in its visibility. Whenever possible there should be a clearance at least the equivalent of the “cap” height of the locator line, or six (6) units square. Any designs that cannot provide this clearance should be approved by *The University Marketing Brand Standards Team.*

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UNACCEPTABLE
The logo is shown backwards.

UNACCEPTABLE
The logo elements are shown in an inconsistent size and color relationship.

UNACCEPTABLE
The logo may not be curved.

UNACCEPTABLE
The logo elements have been split.

UNACCEPTABLE
The logo is shown upside down and backwards.

UNACCEPTABLE
The logo elements are shown in an inconsistent size relationship.

UNACCEPTABLE
The logo may not be twisted.

UNACCEPTABLE
Inappropriate use of reverse.

UNACCEPTABLE
The logo is shown at an angle.

UNACCEPTABLE
The logo elements have been horizontally compressed.

UNACCEPTABLE
The logo may not be shown in a texture.

UNACCEPTABLE
Incorrect Hyphen.

UNACCEPTABLE
The logo elements are split and angled.

UNACCEPTABLE
The logo colors are shown as too light.

UNACCEPTABLE
The logo is reversed from a color that is too light.

UNACCEPTABLE
The logo is reversed from a non-approved color that is too light.

1.9 Examples Of Unacceptable Use

The Embry-Riddle brand identity has been designed for use under a wide variety of circumstances that allow a great deal of flexibility. However, there are limitations to its presentation in order to maintain the integrity of the brand. The logo may not be distorted, angled or altered, nor may it be presented on colors that are too light or bright to allow for quick recognition of the mark.

If there are any questions regarding the correct treatment of the University logo, contact The University Marketing Brand Standards Team.

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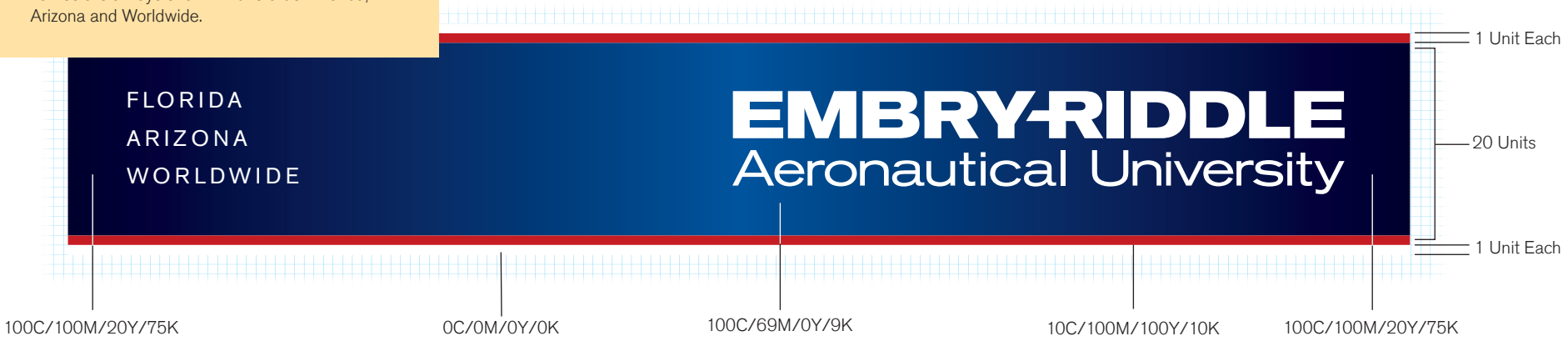
When listing the three campus locations, the names are always shown in this order: Florida, Arizona and Worldwide.



On location specific advertising and design materials this area is left blank. All three locations should be listed here or none at all.

1.10 The Gradient Banner Graphic

One of the distinctive graphic elements to be implemented on a number of designs using the new logo is a colorful gradient banner. This banner will add a distinctive appearance to advertising and marketing materials and will reinforce the brand standard by focusing attention to the new logo as well as serving as a place holder for location information showing the geographical scope of the University.

The banner is comprised of a blue linear with a red and white stripe on the outside edges. While the width of the banner may be adjusted to suit the layout, the height relationship between the gradient and the stripes should remain the same. If each stripe is one (1) unit high then the gradient itself will be 20 units high. When placing the gradient in a layout it can be proportionally unconstrained and scaled horizontally without changing the vertical scale.

The Embry-Riddle logo is placed on the right hand side and then centered inside the gradient and – from the ascender line to the descender line – is half to three-quarters the height of the gradient. The reason for this variable is that when the banner is used on very small graphics the logo will need to be larger than it needs to be on bigger designs.

The locator information is set flush left on the left side of the banner at approximately half the size of the descriptor line text. These three locations are line-spaced to match the depth of the logo.

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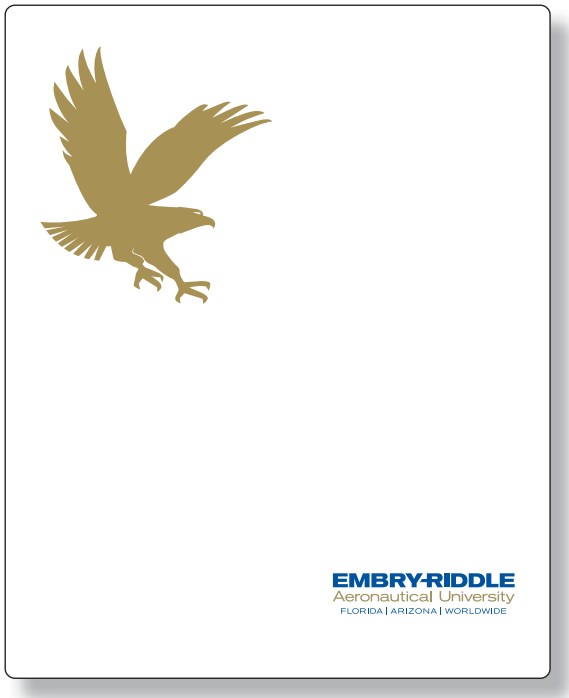
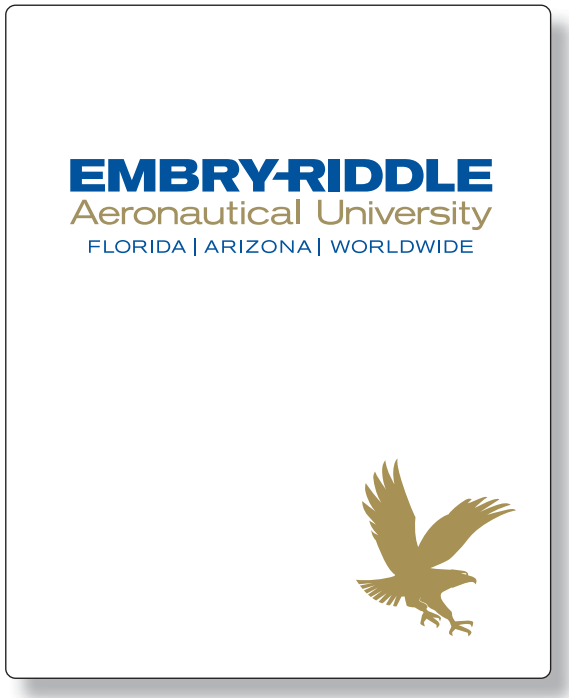
Old

New

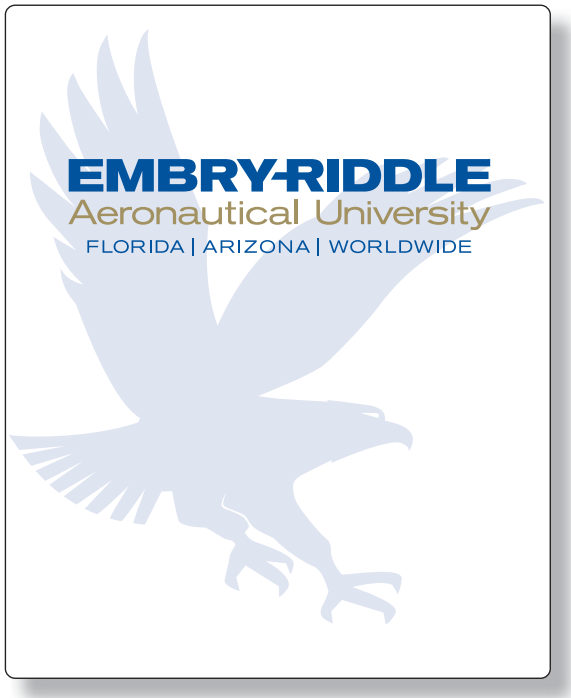
Acceptable Two-Color Design Example



Acceptable Two-Color Design Example



Eagle Used As "Watermark"



1.11 Using The Eagle Icon

The Embry-Riddle Eagle is part of the University's rich tradition. While it is not used on formal or official University documents, it can be used in conjunction with the brand identity logo as a graphic element—*but it must be understood to be separate from the logo. If the eagle is placed in close proximity to the official logo there must be at least .25" of space between the two elements.*

The eagle can be used by itself, incorporated into a design or illustration, or with text—including the informal name of the University—as long as it is used for casual, unofficial documents and collateral materials such as sports attire, notebook covers, pendants etc. (See Section 9 for more information on the standards concerning this type of design.)

The new, redesigned eagle icon is in keeping with the updated logo. It has been created to be more modern, graphic and dynamic. And it is also easier to use in both print and electronic environments where the simpler silhouette aids in its visibility.

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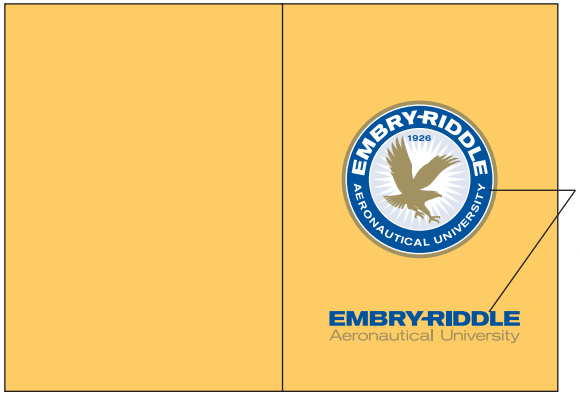
Two-Color (Blue & Gold) Seal

One-Color (Gold) Seal

One-Color (Blue) Seal

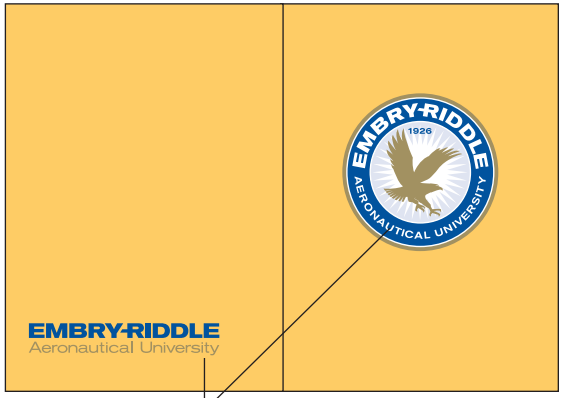
Black & White Seal (Rarely Used)

Sample Folder Back Cover Folder Front Cover



Incorrect Use. The logo competes for attention with the seal.

Sample Folder Back Cover Folder Front Cover



Correct Use. The logo is separated from the seal. They do not compete.

1.12 The University Seal

The Embry-Riddle Aeronautical University Seal is generally for formal occasions and official school documents where a seal is needed or warranted.

The seal may be used on appropriate occasions but *should not be considered the principal identity of the University.* As such, it should not be used as the brand identification in printed marketing materials or print and electronic advertising without the consent of *The University Marketing Brand Standards Team.*

The seal can be used in diplomas, certificates, flags, displays and other print or electronic designs as long as it is treated with the same consideration as the brand identification logo.

When the seal is used it should not be featured in close proximity to the brand standard logo. However, with the exception of official University documents such as diplomas and awards, the brand standard logo should be included in the design.

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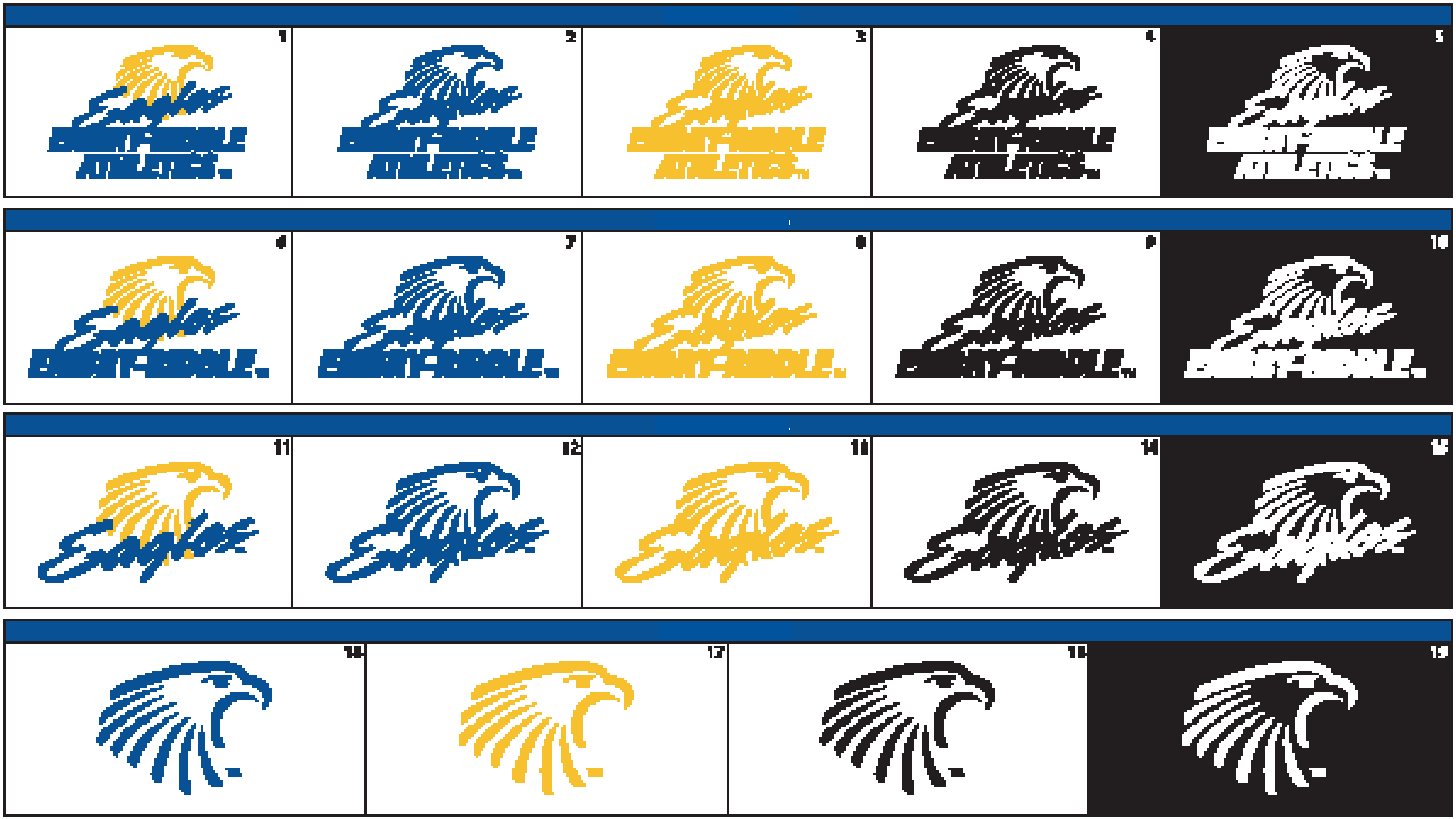

1.13 Daytona Beach Athletic Team Logo

The Embry-Riddle Aeronautical University athletic logos are the preferred marks to represent all university athletics.

The two-color logo be used whenever possible. The two-color logo can be reproduced in solid, spot colors or its process-color equivalents. If the two-color version is not possible, then it is preferred that the logo be reproduced in solid blue. If this is not possible, the logo should be reproduced in all black.

When these athletic team logos are used in a design or layout they should not be featured in close proximity to the brand standard logo. The integrity of the formal brand standard logo must be maintained in conjunction with the use of these secondary logos.

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1.14 Prescott Athletic Team Logo

The Embry-Riddle Aeronautical University athletic logos are the preferred marks to represent all university athletics.

The two-color logo be used whenever possible. The two-color logo can be reproduced in solid, spot colors or its process-color equivalents. If the two-color version is not possible, then it is preferred that the logo be reproduced in solid blue. If this is not possible, the logo should be reproduced in all black.

When these athletic team logos are used in a design or layout they should not be featured in close proximity to the brand standard logo. The integrity of the formal brand standard logo must be maintained in conjunction with the use of these secondary logos.

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1.15 The Ernie Mascot

The Ernie character is intended as a decorative or retail product image for use in contexts in which the name of the university has already been established. It should never be used as the primary identifier of Embry-Riddle. Ernie should never appear in any colors other than those specified on this page.

Some of the Ernie the Eagle variations include an object held in Ernie's wing specific to the department or group he is representing.

When these athletic team logos are used in a design or layout they should not be featured in close proximity to the brand standard logo. The integrity of the formal brand standard logo must be maintained in conjunction with the use of these secondary logos.

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2.1 Stationery

Stationery Guidelines

Quality First

Stationery may seem a simple thing but in many cases it is one of the first introductions to the brand. A business card handed out at a meeting is a perfect example. The way it is designed—with the consistent placement of the logo, the use of correctly applied typography and the quality of the paper and printing—all have an impact on even this small item.

The University stationery is an integral part of the new brand standards for Embry-Riddle. Although it has been designed to print inexpensivly in large quantities, it is still intended to be of high quality when experienced by anyone who comes in contact with it.

A form, designed for internal use within the University system, may not require the same attention to detail in both layout and printing, but these items are still a part of the brand identity and should be designed with the same care and consideration.

The Design

As most people read letters and pages of text starting from the upper left and ending at the lower right, the logo and the University website's URL have been strategically placed on the letterhead. The logo is in the upper left corner as a starting point. The URL, found in the lower right corner, is reversed from a gold bar that runs the width of the page. This is true for both the letterhead and the business card designs. An invisible grid has been used to situate the other elements on the page so that each lines up in some fashion with the others making the design work together as a whole.

Ample space has been left on the letterhead for typing and printing text. For consistency, the document margins should be set in a word processing application using the illustrations in this manual as a guide.

Designed For Two-Color Printing

The stationery has been designed to print in two spot colors; only the note cards are printed in four-color process. One of these spot colors is composed of a metallic gold ink. This is used instead of a gold foil, particularly on the letterhead, as the heat of the toner fusion unit in a laser printer is known to melt foils. As the stationery is printed on an uncoated sheet the sheen of the metallic ink will be somewhat subdued but it is laser printer compatible.

The stock chosen to print the stationery is readily available and can be ordered by the printer. There are two possible papers to be used. One may be substituted for another if necessary.

Principal Stock: Neenah Papers *Classic Crest*
Letterhead: Solar White 70lb. Text/Smooth
Envelopes: Matching Stock
Business Cards: Solar White 80lb. Cover/Smooth

Alternative Stock: Mohawk *Via*
Letterhead: Pure White 70lb. Text/Smooth
Envelopes: Matching Stock
Business Cards: Pure White 80lb. Cover/Smooth

These papers are approved for use in laser and inkjet printers. Both contain more than 30% post consumer waste and both paper companies strive to reduce their carbon output in order to be considered "green." The Neenah letterhead sheet has a 97 brightness and a 93 opacity. The Mohawk letterhead sheet is similar in range.

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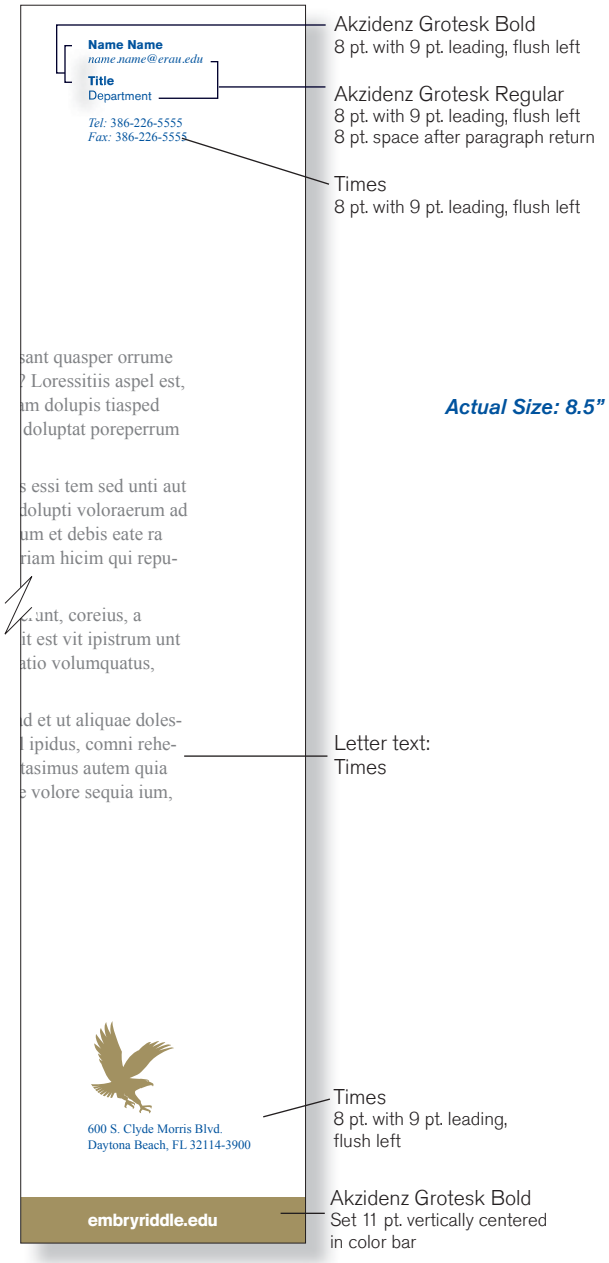
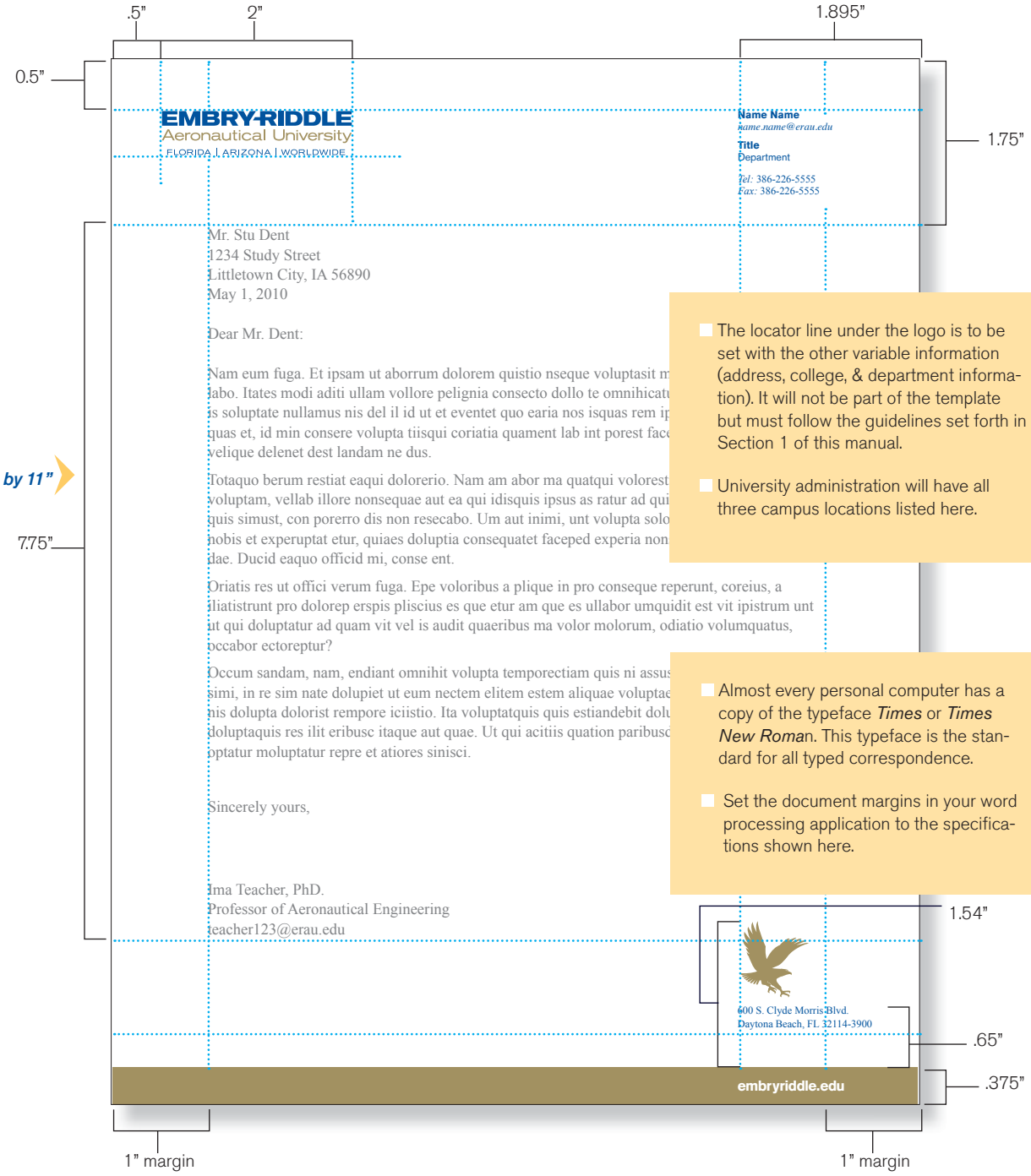
Standard Letterhead

Examples Only. Illustrations Not To Scale.



Actual Size: 8.5" by 11"



- The locator line under the logo is to be set with the other variable information (address, college, & department information). It will not be part of the template but must follow the guidelines set forth in Section 1 of this manual.
- University administration will have all three campus locations listed here.

- Almost every personal computer has a copy of the typeface *Times* or *Times New Roman*. This typeface is the standard for all typed correspondence.
- Set the document margins in your word processing application to the specifications shown here.

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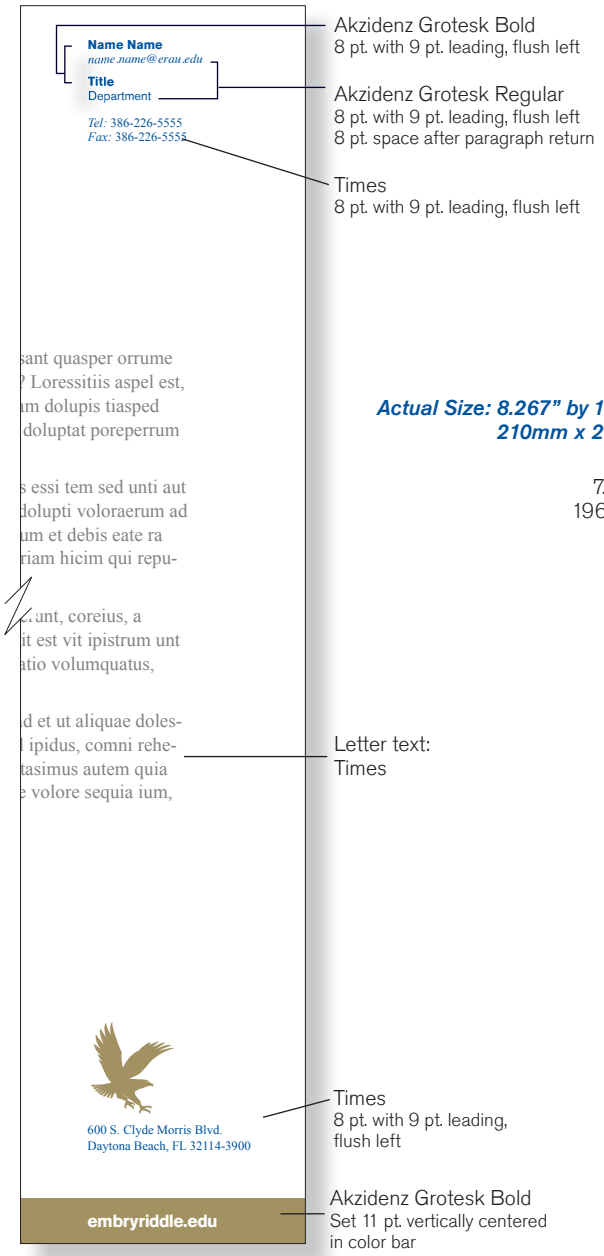
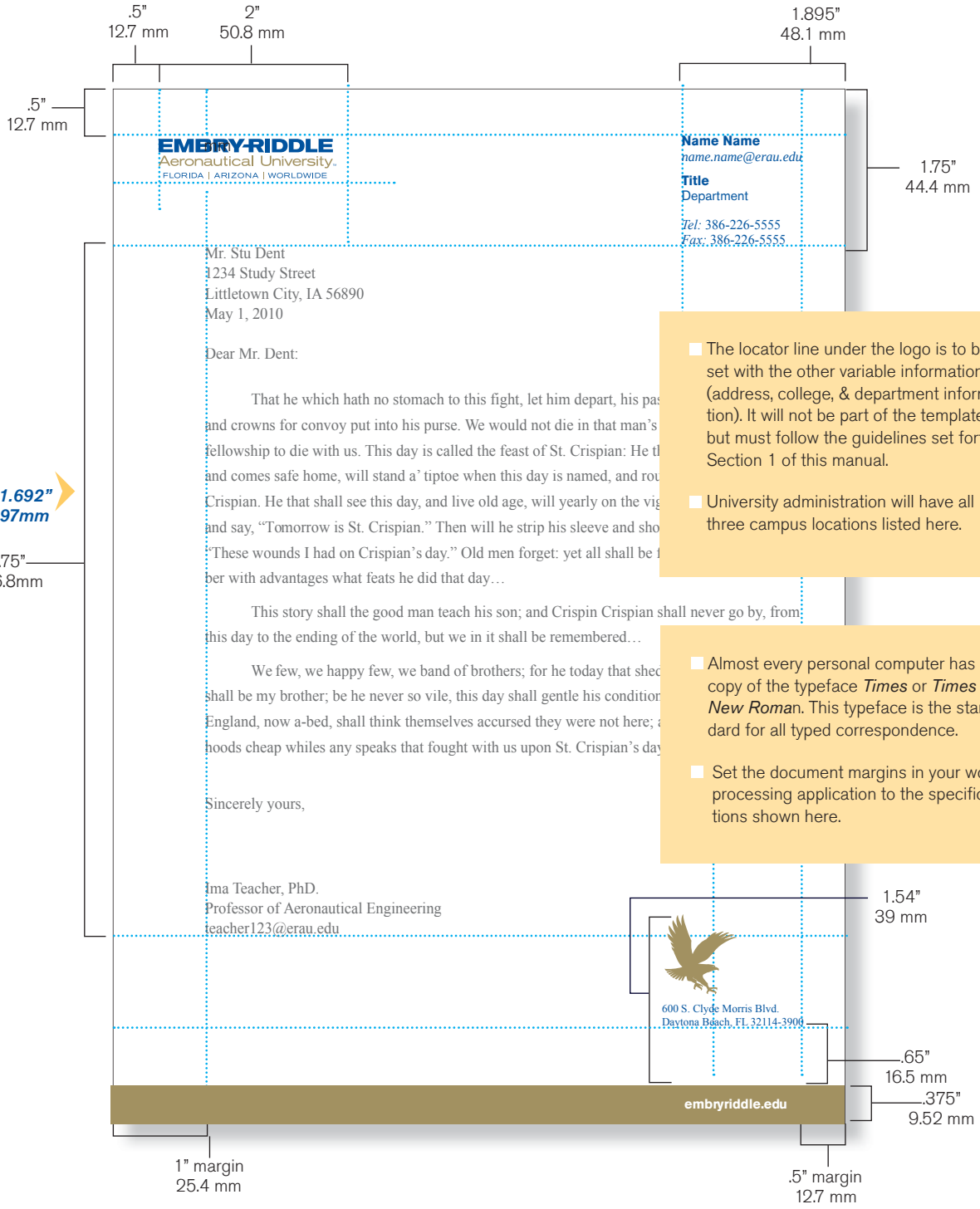
A4 Size Letterhead

Examples Only. Illustrations Not To Scale.





- The locator line under the logo is to be set with the other variable information (address, college, & department information). It will not be part of the template but must follow the guidelines set forth in Section 1 of this manual.
- University administration will have all three campus locations listed here.

- Almost every personal computer has a copy of the typeface *Times* or *Times New Roman*. This typeface is the standard for all typed correspondence.
- Set the document margins in your word processing application to the specifications shown here.

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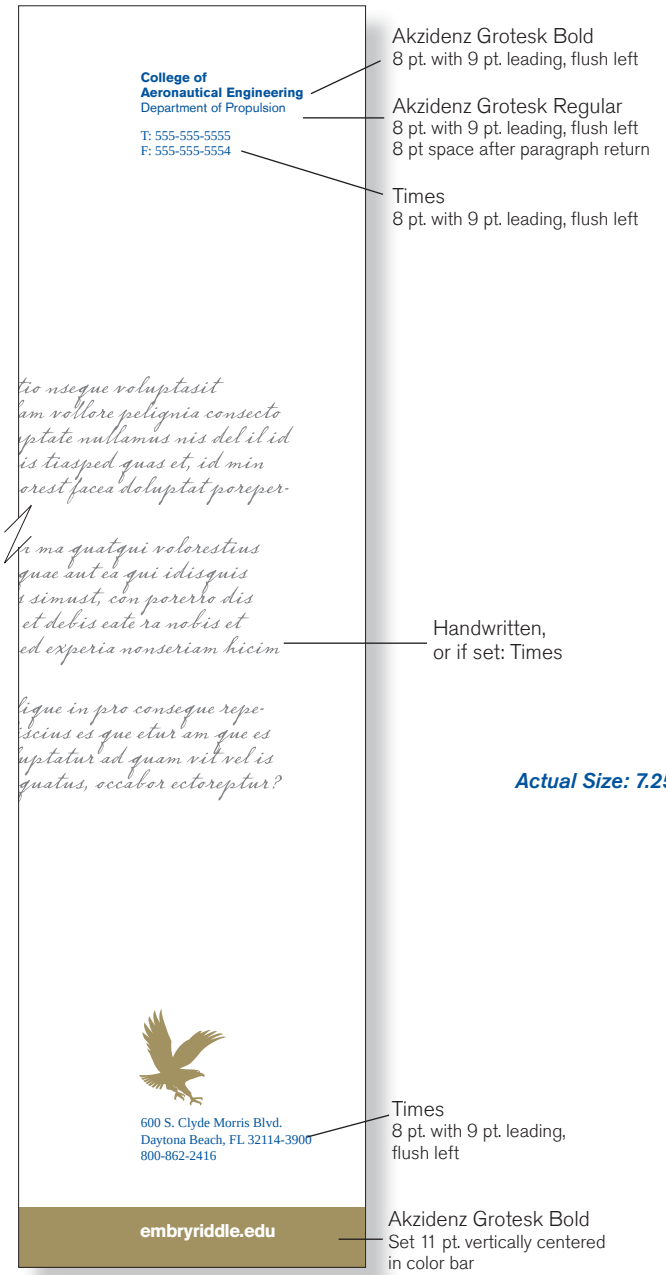
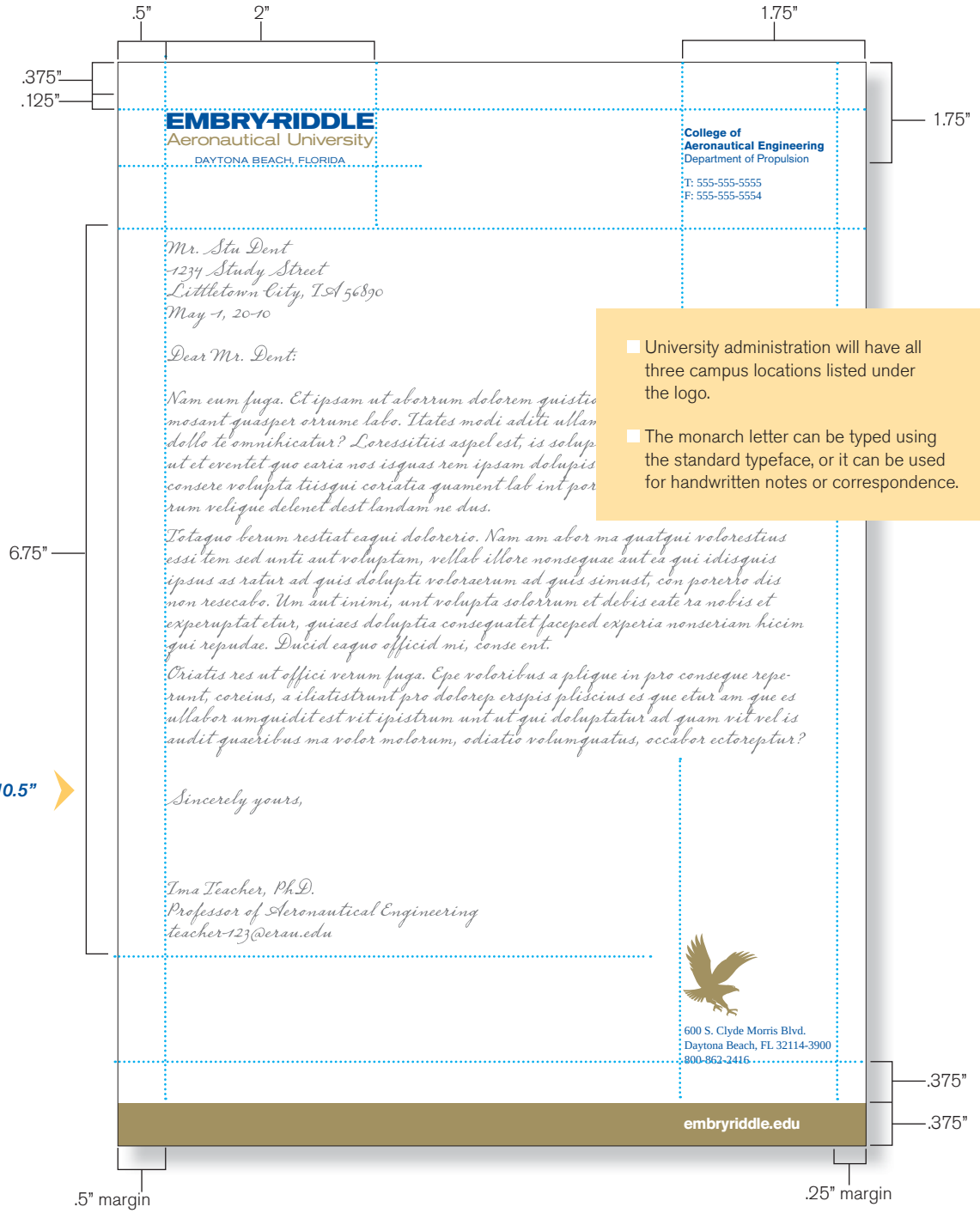
Monarch Letterhead

Examples Only. Illustrations Not To Scale.



Actual Size: 7.25" by 10.5"



- University administration will have all three campus locations listed under the logo.
- The monarch letter can be typed using the standard typeface, or it can be used for handwritten notes or correspondence.

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EMBRY-RIDDLE
Aeronautical University
Ima M. Bossed ◦ Vice President
Mr. Ben O'Factor
1234 Study Street
Littletown City, IA 56890
May 1, 2010
Dear Mr. O'Factor,
Nam eum fuga. Et ipsam ut aborrum dolorem quistio nseque voluptasit mosant quasper orrume labo. Itates modi aditi ullam vollore pelignia consecto dollo te omnihicatur? Loressitiis aspel est, is soluptate nullamus nis del il id ut et eventet quo earia nos isquas rem ipsam dolupis tiasped quas et, id min consere volupta tiisqui coriatia quament lab int porest facea doluptat poreperrum velique delenet dest landam ne dus.
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Sincerely yours,
Ima M. Bossed, VP
FLORIDA | ARIZONA | WORLDWIDE
600 S. Clyde Morris Boulevard ◦ Daytona Beach, Florida 32114-3900
email: ima.m.bossed@erau.edu ◦ telephone: 386-226-5555 ◦ fax: 386-226-5555 ◦ url: embryriddle.edu
Leading the World in Aviation and Aerospace Education since 1926.

EMBRY-RIDDLE
Aeronautical University
Office of the President
Mr. Ben O'Factor
1234 Study Street
Littletown City, IA 56890
May 1, 2010
Dear Mr. O'Factor,
Nam eum fuga. Et ipsam ut aborrum dolorem quistio nseque voluptasit mosant quasper orrume labo. Itates modi aditi ullam vollore pelignia consecto dollo te omnihicatur? Loressitiis aspel est, is soluptate nullamus nis del il id ut et eventet quo earia nos isquas rem ipsam dolupis tiasped quas et, id min consere volupta tiisqui coriatia quament lab int porest facea doluptat poreperrum velique delenet dest landam ne dus.
Totaquo berum restiat eaqui dolorerio. Nam am abor ma quatqui volorestius essi tem sed unti aut voluptam, vellab illore nonsequae aut ea qui idisquis ipsus as ratur ad quis dolupti voloraerum ad quis simust, con porerro dis non resecabo. Um aut inimi, unt volupta solorrum et debis eate ra nobis et experuptat etur, quiaes doluptia consequatet faceped experia nonseriam hicim qui repudae. Ducid eaquo officid mi, conse ent.
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Occum sandam, nam, endiant omnihit volupta temporectiam quis ni assus ad et ut aliquae dolessimi, in re sim nate dolupiet ut eum nectem elitem estem aliquae voluptae il ipidus, comni rehenis dolupta dolorist rempore iciistio. Ita voluptatquis quis estiandebit doluptasimus autem quia doluptaquis res ilit eribusc itaque aut quae. Ut qui acitiis quation paribusdae volore sequia ium, optatur moluptatur repre et atiores sinisci.
Sincerely yours,
Ima M. Bossed, VP
FLORIDA | ARIZONA | WORLDWIDE
600 S. Clyde Morris Boulevard ◦ Daytona Beach, Florida 32114-3900
telephone: 386-226-6202 ◦ fax: 386-226-7017 ◦ url: embryriddle.edu
Leading the World in Aviation and Aerospace Education since 1926.

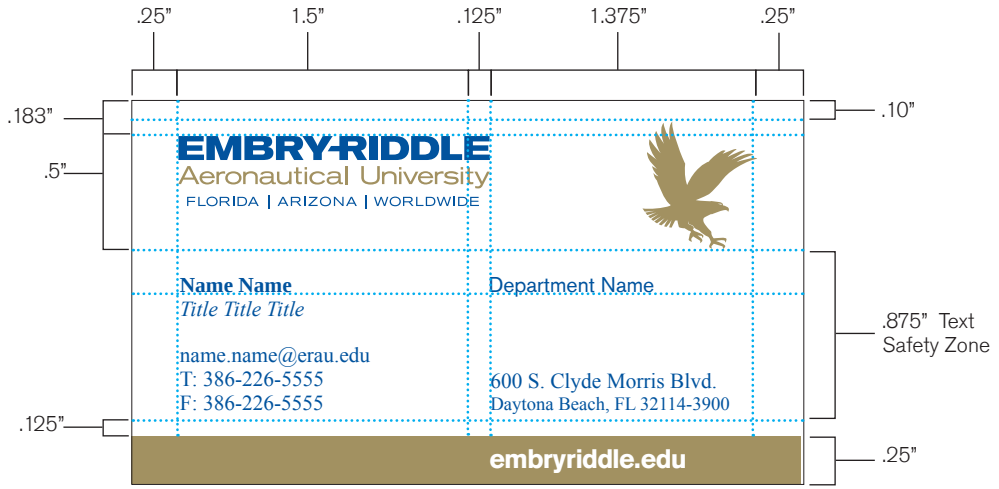
Examples Only. Illustrations Not To Scale.

2.6 Specialty Letterhead

The letterhead and business card designs depicted above are for use by senior administrators for extremely formal applications. This letterhead is printed on Neenah Papers Classic Laid Natural White Laser Finish in 24lb. text weight for the letterhead and 80lb. cover for the business card.

Matching envelopes in gold ink are not shown here but will follow the one-color envelope designs shown on Page 2.7.

Business Cards Actual Size: 3.5" by 2"



Examples Only. Illustrations Not To Scale.

2.7 Standard Business Cards

Embry-Riddle business cards will be printed in the two standard PMS spot colors on a white wove uncoated cover weight paper. The cards are a standard horizontal format and measure 3.5" wide by 2" deep. The design incorporates a "text safety zone" allowing flexibility for setting longer information text. Some of this text may need to be broken into more than one line. If the space is needed, the information text may start at the cap height line at .75" from the top of the card and stops .125" from the gold banner at the bottom of the card. This gives the logo the correct clearance.

The card can and should be printed in large quantities as a template shell with the logo and URL banner in place. The information text can then be printed in one color as cards are needed. This is a less expensive solution than printing cards one setup at a time.

The University administration and other staff whose duties encompass all the campus locations will have all three locations listed under the logo.

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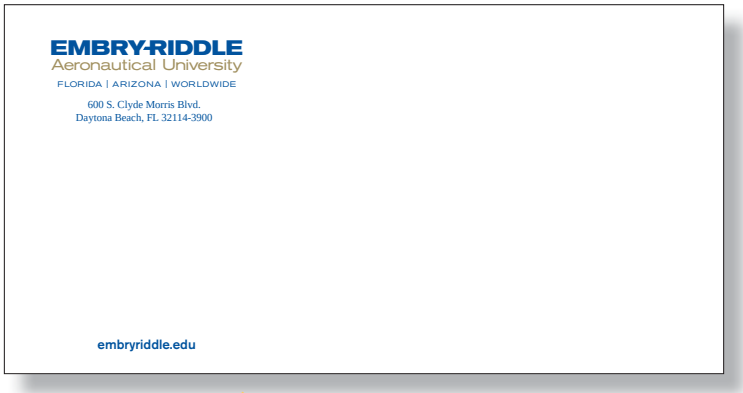
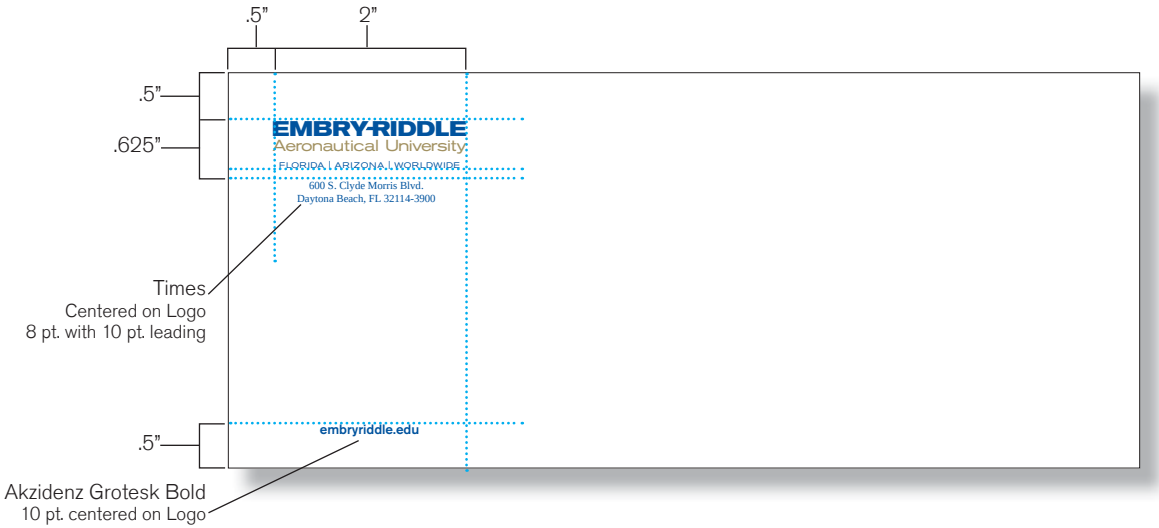
1-Color No. 10 Envelope
Actual Size: 9.5" by 4.125"



Monarch Envelope
Actual Size: 7.5" by 3.875"



2-Color No. 10 Envelope
Actual Size: 9.5" by 4.125"

University administration will have all three campus locations listed under the logo.

Examples Only. Illustrations Not To Scale.

2.8 Standard Business-Sized Envelopes

Embry-Riddle business envelopes will be printed on white wove paper in one or two colors, using the brand standard gold and/or blue.

In the usual stationery line, envelopes are the most expensive items because they have to be manufactured. On top of this, there are a number of problems inherent in printing them. Care must be taken when pricing and printing the two-color envelopes.

Envelopes that are already made are called "converted" as they have already be cut, folded and pasted together. Unfortunately this manufacturing process is less then precise and there can be variations in the shape and squared edges of the envelope. It is best to print in only one-color on a converted envelope as registering multiple colors can be problematic. Also, the shape of the glue flaps on the non-printing side can sometimes crease the printed elements.

When printing envelopes in two or more colors, or with intricate designs and elements that bleed, a "pre-converted" envelope is required. A pre-converted envelope is really just a flat sheet of paper that is printed first and then cut, folded and pasted together to make an envelope.

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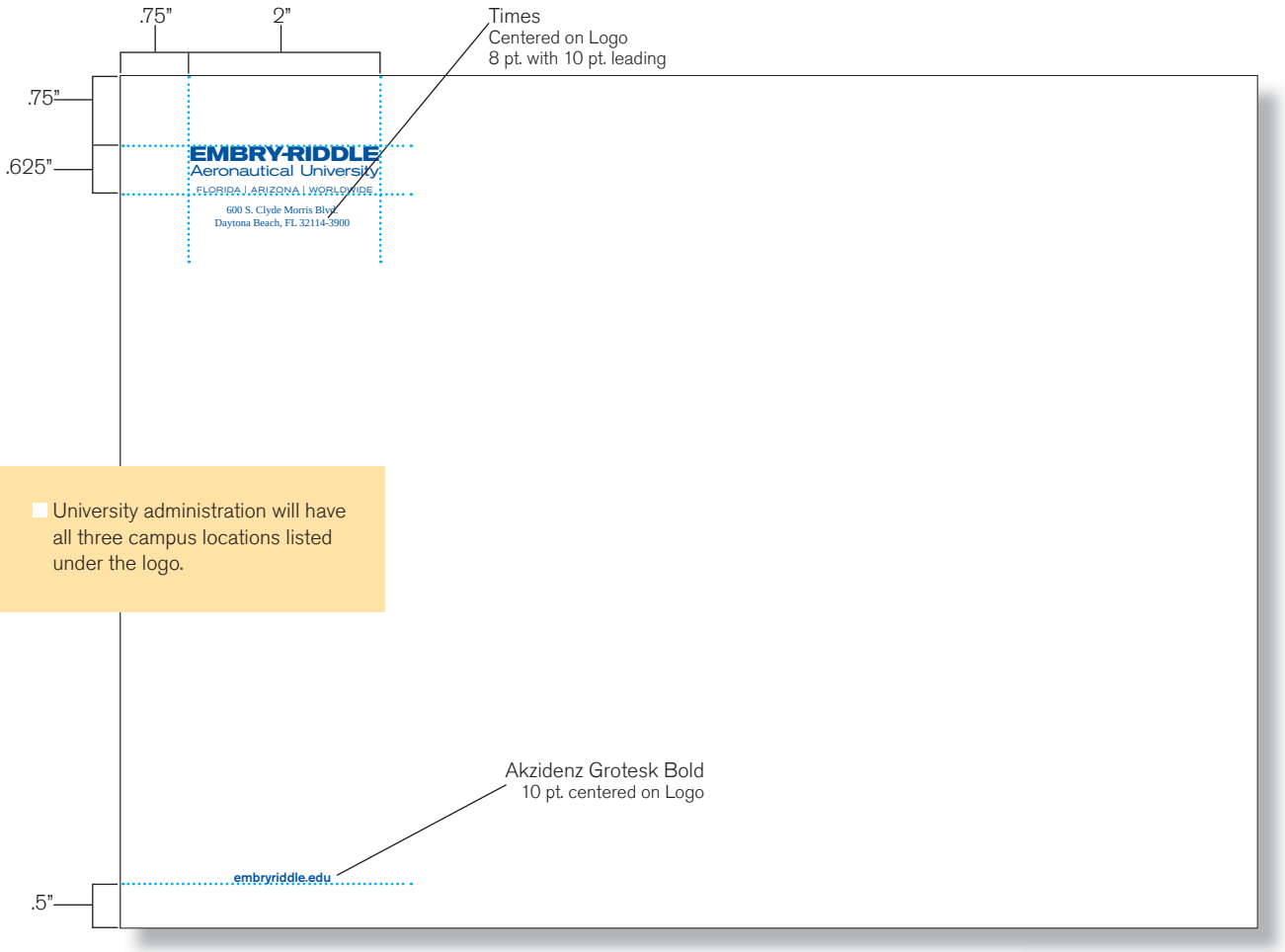
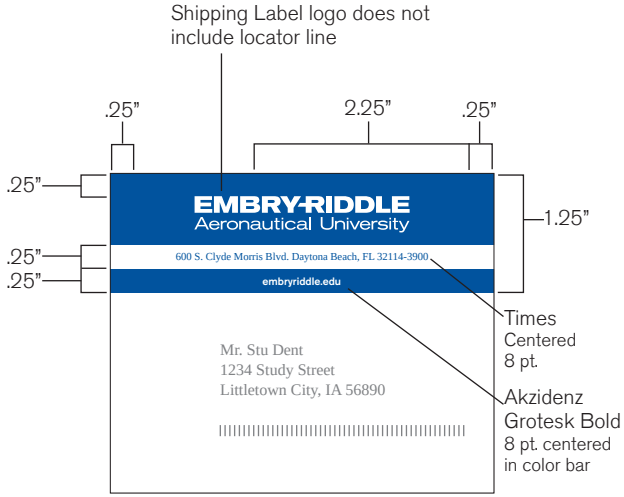
Catalog Envelope
Actual Size: 12” by 9”



University administration will have all three campus locations listed under the logo.



Shipping Label (on Catalog Envelope)
Actual Size: 4” by 3.33” (Avery 5664)

Examples Only. Illustrations Not To Scale.

2.9 Large Envelopes & Shipping Label

Embry-Riddle large envelopes will be printed on white wove paper in one-color, using the brand standard blue.

The placement, size and configuration of the logo and text are the same as on the No. 10 envelope–starting in the upper left corner with a .5” margin on the top and left side.

The shipping label measures 4” by 3.33” and comes six (6) to a sheet on Avery Product No. 5664. The shipping label is printed in one color: the brand standard blue.

The mailing labels will have the campus addresses imprinted but will not list the locations with the logo.

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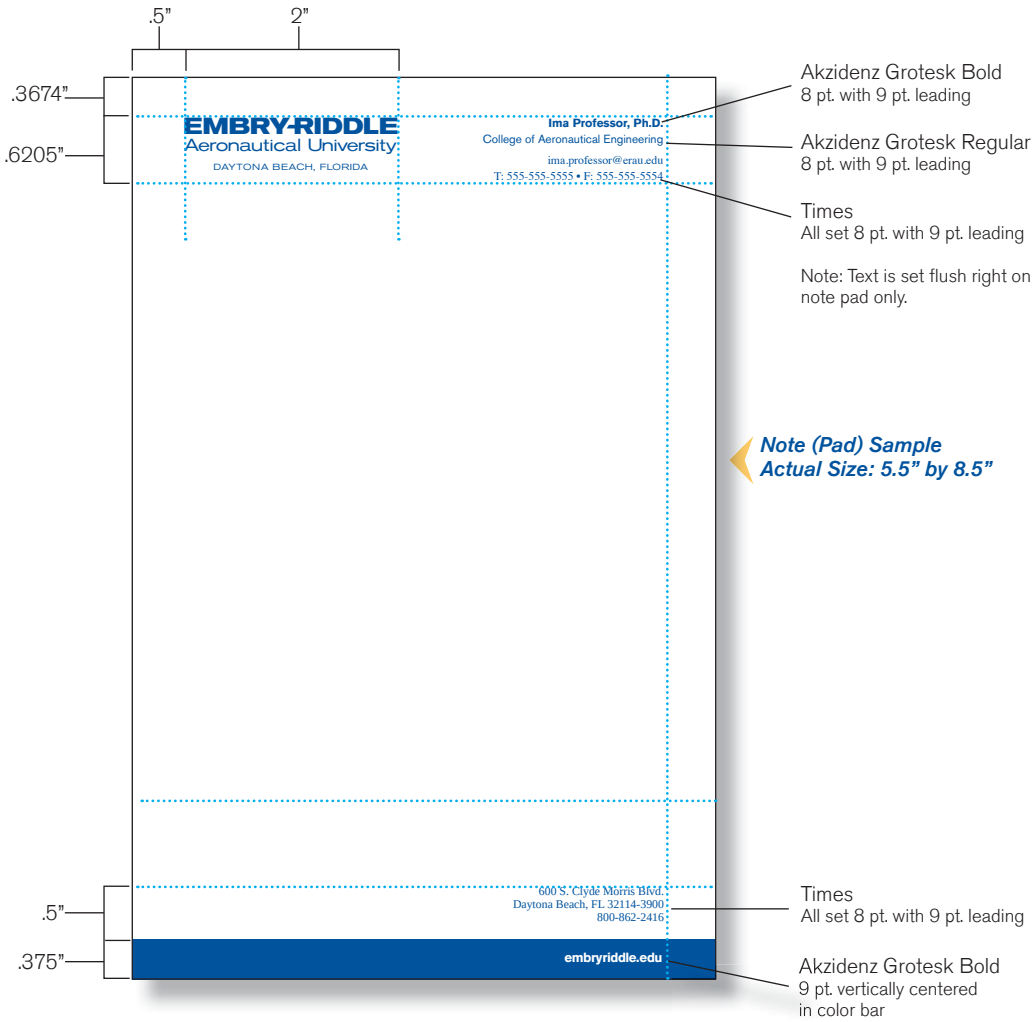
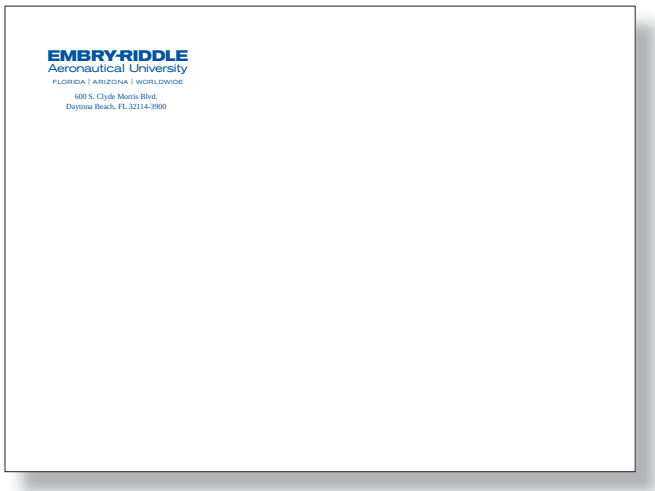


Note (Pad) Sample
Actual Size: 5.5" by 8.5"

Note Card Sample
Actual Folded Size: 7" by 5"

A-7 Envelope
Actual Size: 7.25" by 5.25"



Examples Only. Illustrations Not To Scale.

2.10 Note Pads & Note Cards

A one-color note pad has been designed for use within the University system. This is to be used for handwritten notes and will be printed in pads of 100 sheets glued at the top edge and backed with chipboard.

A single-fold note card has been designed to print in the brand colors of blue and gold. It will be packaged flat but will be scored along the center line so that it will be easily folded. The inside will be blank and used to issue handwritten notes. A one-color announcement envelope has been designed for use with the note card.

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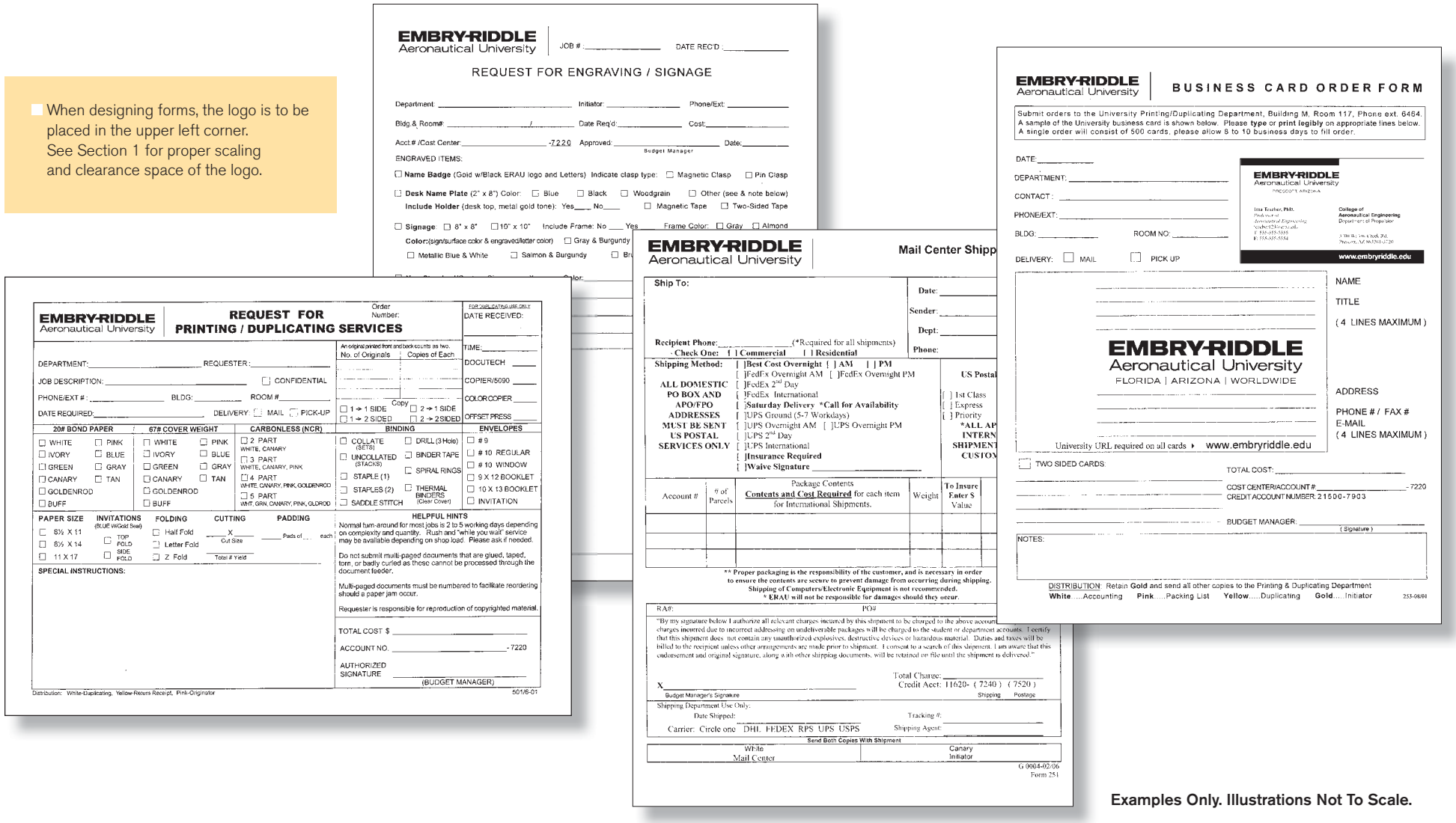
When designing forms, the logo is to be placed in the upper left corner. See Section 1 for proper scaling and clearance space of the logo.



Examples Only. Illustrations Not To Scale.

2.11 Logo Use & Placement On Business Forms

Whenever the Embry-Riddle logo is applied to office or NCR forms it is to be presented in black, a white reverse or, if needed, in a spot color of the standard blue. This is to aid in any electronic transmittal; especially facsimiles which are often not of a high quality. The locator text can be added as well but the proper spacing and clearance rules apply. Unless the design precludes it, the logo should be placed in the upper left corner of the document with a .5" margin from the top and right side. The logo should be sized proportionally to fit the design of the form but a 2" width is generally preferred.

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3.1 Typography

Typography Guidelines

While no one is expecting everyone at Embry-Riddle to become an expert typographer, there are certain typographic rules that can be applied to even a simple memo that will enhance the brand.

Paragraph and Character Styles

In most cases *"body text"* should be set in *Times* with *Times Italic* and *Bold* used for emphasis. While there may be some extremely formal instances where body text should be set *justified*, it is generally better to set the text as *flush left, ragged right* in order to keep hyphenation to a minimum. Care should be given to the relationship between text size and column width so that easy readability is maintained. Smaller text should be set in smaller column widths and larger text should be set in wider columns.

Times is an excellent display face. When used for headlines and other large text applications it is usually best to decrease the tracking in proportion to the increased size. Some letter pairs may need individual tracking for a better appearance.

When setting any body copy in *Akzidenz Grotesk* do not use the *Extended* fonts. Use the regular widths or the *Condensed* fonts when needed. This typeface should be used sparingly for body text. In most cases it should be used for callouts and specialty applications, or to create emphasis on key points of text. This typeface has a loose word fit and is less economical with space than *Times*.

Leading

Times is a typeface that was originally designed for newspaper text. It has a substantial *x-height* and short descenders so it can be tightly leaded on a page and generally looks better set this way. A non-technical approach to determining the proper leading is to squint your eyes at the paragraph(s) that you have set. If they appear to be an even gray color then the leading is probably close to correct.

Akzidenz Grotesk used as body text generally looks better with more leading then *Times* in the same point size. This is again due to its loose word fit and its large *x-height.*

Widows and Orphans

Typographic widows and orphans are to be avoided. An orphan is a single line left at the bottom of a column with the rest of the paragraph at the top of the next column or page. A widow is a single line at the end of a paragraph that is alone at the start of a column or page. It is best to have at least two lines from the paragraph of text set together.

Smart Quotes

Most word processing and graphic applications include a preference for "smart quotes" in which the quotation marks and apostrophes are set in the style that was designed for the particular typeface. The straight vertical quotation marks and apostrophes (", ') that were common in older computers are a sign of bad typography. Check your application preferences to make sure "smart quotes" has been selected.

Double Spacing

Here is a case in which your old typing teacher was wrong. For whatever reason, the double space following a punctuation mark persists to this day despite the fact that the typewriter, with its monospaced type, has long been forgotten. Type that has been designed for use on a computer has built into its code automatic spacing for the letter forms and double spacing following punctuation is not necessary. In fact, it looks unprofessional. Break the habit!

Text Displayed on Monitors

Times is the default serif typeface for many web browsers. This is in part because a version of *Times* is included in nearly all operating systems but also its readability. The serifs can make the face difficult to read on a display if it has been set in a very small size. *Akzidenz Grotesk* should be treated as "art" on a web page otherwise the sans serif faces of *Arial* or *Verdana* can be substituted in HTML setups and CSS style sheets.

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Samples of Approved Typefaces

Akzidenz Grotesk Light

ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz 1234567890 “!?.,;”

Akzidenz Grotesk Regular

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz 1234567890 “!?.,;”

Akzidenz Grotesk Italic

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz 1234567890 “!?.,;”

Akzidenz Grotesk Bold

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmopqrst
uvwxyz 1234567890 “!?.,;”

Akzidenz Grotesk Bold Italic

ABCDEFGHIJKLMOPQRST
UVWXYZabcdefghijklmopq
rstuvwxyz 1234567890 “!?.,;”

Akzidenz Grotesk Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghi
jklmnopqrstuvwxyz 1234567890 “!?.,;”

Akzidenz Grotesk Regular Condensed

ABCDEFGHIJKLMOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz 1234567890 “!?.,;”

Akzidenz Grotesk Medium Condensed

ABCDEFGHIJKLMOPQRSTUVWXYZabcdefghijklm
nopqrstuvwxyz 1234567890 “!?.,;”

Akzidenz Grotesk Bold Condensed

ABCDEFGHIJKLMOPQRSTUVWXYZabcd
efghijklmopqrstuvwxyz 1234567890 “!?.,;”

Times

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz 1234567890 “!?.,;”

Times Italic

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmnopqrstu-
vwxyz 1234567890 “!?.,;”

Times Bold

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz 1234567890 “!?.,;”

Times Bold Italic

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz 1234567890 “!?.,;”

Samples of Alternative Typefaces

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz 1234567890 “!?.,;”

Univers 45 Light Oblique

ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz 1234567890 “!?.,;”

Univers 55 Roman

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmopqrs
tuvwxyz 1234567890 “!?.,;”

Univers 55 Oblique

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmopqrs
tuvwxyz 1234567890 “!?.,;”

Univers 65 Bold

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmopqrs
tuvwxyz 1234567890 “!?.,;”

Univers 65 Bold Oblique

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmopqrs
tuvwxyz 1234567890 “!?.,;”

Univers 65 Bold Oblique

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmopqrs
tuvwxyz 1234567890 “!?.,;”

Helvetica Regular

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmopqrs
tuvwxyz 1234567890 “!?.,;”

Helvetica Bold

ABCDEFGHIJKLMOPQRSTU
VWXYZabcdefghijklmopqrs
tuvwxyz 1234567890 “!?.,;”

Samples of Alternative WEB Typefaces

Verdana Regular

ABCDEFGHIJKLMOPQRST
UVWXYZabcdefghijklmno
pqrstuvwxyz 1234567890
“!?.,;”

Verdana Bold

ABCDEFGHIJKLMOPQR
STUVWXYZabcdefghj
klmnopqrstuvwxyz
1234567890 “!?.,;”

Arial

ABCDEFGHIJKLMNOPQR
STUVWXYZabcdefghijklmno
pqrstuvwxyz 1234567890
“!?.,;”

Arial Bold

ABCDEFGHIJKLMNOPQR
STUVWXYZabcdefghijklm
nopqrstuvwxyz
234567890 “!?.,;”

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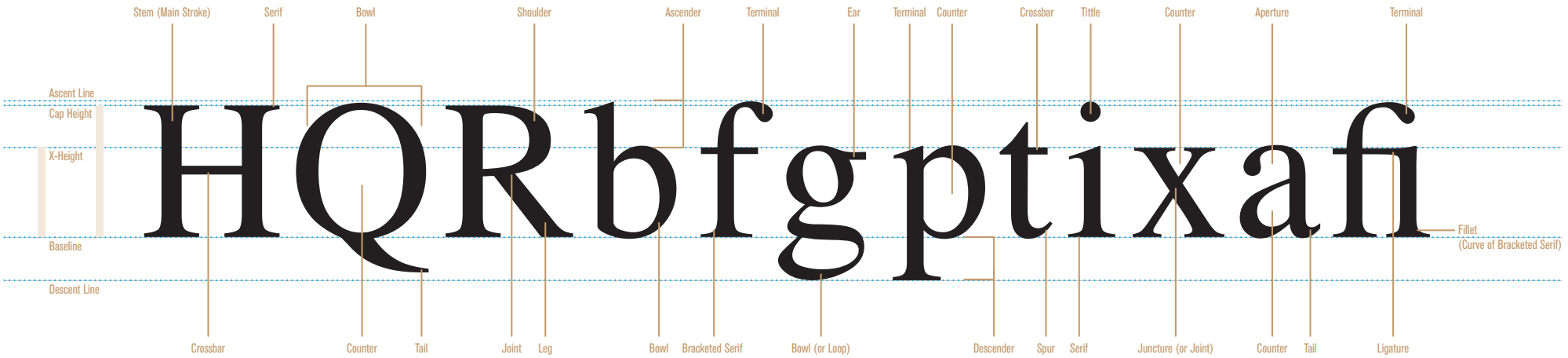

3.4 Anatomy Of Type

It is not important that you understand the various parts of a typeface, so the illustration at the top should be considered a general "for information only" example. The bottom illustration shows the most important concepts in understanding how type is structured in a paragraph or on a page, especially the notions of the baseline, the *x-height* and the *cap height*, as these are used to determine the correct sizes of type to be used within the standards for the Embry-Riddle brand. The example shown here is set in *Times Regular* in both upper and lower case. *Times* is a modern "serif" typeface.

The University Marketing Brand Standards Team will have templates established for the most common print items such as letterhead, business cards, name badges, etc. However, any items that do require typing or typesetting should adhere to the standards shown in this manual.

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Flush Left, Ragged Right

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

Flush Right, Ragged Left

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

Justified

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

Centered

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

Example of a Widow

When in the Course of human events it becomes necessary for one people to dissolve the political bands which have connected them with another and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.—That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, — That whenever any Form

Example of a Single-Word Orphan

He has called together legislative bodies at places unusual, uncomfortable, and distant from the depository of their Public Records, for the sole purpose of fatiguing them into compliance with his measures.

He has dissolved Representative Houses repeatedly, for opposing with manly firmness his invasions on the rights of the people.

Example of an Orphan

He has refused for a long time, after such dissolutions, to cause others to be elected, whereby the Legislative Powers, incapable of Annihilation, have returned to the People at large for their exercise; the State remaining in the mean time exposed to all the dangers of invasion from without, and convulsions within.

He has endeavoured to prevent the population of these States; for that purpose obstructing the Laws for Naturalization of Foreigners; refusing to pass others to encourage their migrations hither, and raising the conditions of new Appropriations of Lands.

Use Correct Quotation Marks

“Correct Quotation Marks”

"Incorrect Quotation Marks"

Example of Puncuation Double Space & Single Space

and such is now the necessity which constrains them to alter their former Systems of Government. The history of the present King of Great

Double Space

and such is now the necessity which constrains them to alter their former Systems of Government. The history of the present King of Great

Single Space

Line Spacing (Leading) Too Open

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

Line Spacing (Leading) Too Closed

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

3.5 Typography Examples

These are basic examples of paragraph styles as well as some common typographic errors that should be avoided in order to present a professional quality document that will benefit the brand standards. The most common mistakes are the use of the double-space following punctuation and incorrect quotation marks and apostrophes.

The following page also shows mistakes made determining column widths. It is common to see text set too large in columns that are too narrow or text set too small for very wide columns. *The number one priority in setting text for Embry-Riddle's brand standards is to make the text easy to read.*

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50 Characters

80 Characters

Column Is Too Wide, Text Set Too Small

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

50 Characters

80 Characters

Text Set Larger For Wide Column

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity,

Text Is Too Large For Column Width

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense,

Note The Gaps Created In This Justified Paragraph

Text Size & Column Width Work Together

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

Text Set In All Caps Difficult To Read

WE THE PEOPLE OF THE UNITED STATES, IN ORDER TO FORM A MORE PERFECT UNION, ESTABLISH JUSTICE, INSURE DOMESTIC TRANQUILITY, PROVIDE FOR THE COMMON DEFENSE, PROMOTE THE GENERAL WELFARE, AND SECURE THE BLESSINGS OF LIBERTY TO OURSELVES AND OUR POSTERITY, DO ORDAIN AND ESTABLISH THIS CONSTITUTION FOR THE UNITED STATES OF AMERICA.

Letter & Word Spacing Too Wide

We the people

of the United States, in order to

Proper Letter & Word Spacing

We the people

of the United States, in order to

- A column is formed as a paragraph deepens, or other paragraphs are added.
- Column widths are determined by the size of the type or vice versa. A general rule of thumb is that the average text line width should include no more than fifty to eighty characters—including spaces—as this is the usual number of that the average reader can visually process before needing a “return” to a new line.
- As column widths decrease and text becomes smaller, the leading should be increased so the reader can more easily see one line at a time. Letterspacing should also be increased in smaller text, especially when reversed from a color background.
- Most of the documents created by Embry-Riddle are not for publication purposes but are letters, memos, internal documents and presentations. But even here, attention to how the document looks can enhance the brand.
- Justified text is the most difficult to establish correctly so it is advisable to use the flush, left, ragged right style in most instances.
- Squint your eyes at the text. If you can see obvious gaps or “rivers” throughout the text it needs to be corrected.

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4.1 Color Standards

Color Management Issues

One of the most difficult standards to maintain is consistent color in printed and electronic media. The knowledge that almost everything impacts the perception of color is the first step in understanding color issues.

The Uniform Color Problem

Although there have been great strides in the area of color management, the nature of light, color and vision can alter the perception of colors. Different printing presses, inks, papers and other variables can change the appearance of color on printed pieces. Inconsistency in computer monitors can present very different colors from web or interactive components. Great care must be given to maintain as much consistency as possible regarding the Embry-Riddle brand colors but there must also be considerable flexibility and understanding regarding the differences in materials, lighting and color spaces.

The Color Event and Metamerism

Color can best be described as an "event" that requires light, an object to absorb and reflect light, and a human eye and mind to process the light and "see" it as color. Changes in any of these three factors can alter the perceived color.

Metamerism is a constant issue creating concerns in the printing of color. A color printed on a particular paper may look very different in different lighting while colors that should appear quite different can look the same under certain lighting conditions. This is one of the reasons that high-end print shops maintain color balanced lighting near their presses: so that they can check color output under consistent conditions.

This is why working with color is as much of an art as it is a science.

Working With Spot Colors

Regarding spot color printing inks, only about 30% of the thousands of Pantone Matching System (PMS) colors can be duplicated in four-color process. In fact, these "spot" colors were developed to increase the color choices of designers and printers that four-color process inks could not provide. Thus, there will be variations between the two color spaces. This means that a logo printed on a two-color letterhead may appear somewhat different from the logo reproduced in four-color process in a magazine ad. The same is true regarding the comparison of the magazine ad logo with a four-color logo printed in a newspaper ad. The differences in paper and ink absorption will alter the appearance of the color.

Working With Monitor Displays

Computer monitors also pose problems for color interpretation. Each monitor—even those of the same manufacturer—will render color differently from one another.

Additionally, not all electronically produced colors (RGB) can be reproduced in the limited color spectrum of four-color (CMYK) printing and as such the colors depicted on a computer monitor can be very different when printed on a sheet of paper.

Staying Consistent

With all of these difficulties it is sometimes amazing that color can be rendered consistently at all. A step in the right direction is working with good vendors who will endeavor to make each project as uniform as possible.

Keeping all of these factors in mind, the use of the proper colors is important in maintaining brand consistency. Every effort must be made to match all the colors used as closely as the medium will allow.

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Logo Colors

CMYK 100/69/0/9

RGB 0/84/154

PMS 661

Dark Blue/Logo Blue/Dark Blue Gradient

Gradient Banner Colors

CMYK 100/100/20/75

RGB 0/0/46

ERAU Banner Dark Blue

CMYK 20/25/60/25

RGB 162/144/97

PMS 871

100% Gold to 10% Gold Gradient

CMYK 10/100/100/10

RGB 198/29/35

ERAU Banner Red

Yellow Color Field Swatches

CMYK 0/20/70/0

RGB 254/204/103

80% of PMS 123

CMYK 0/10/40/0

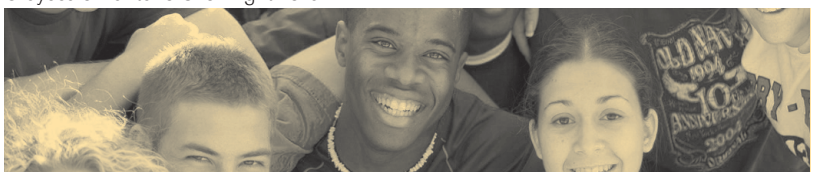
RGB 255/227/166

40% of PMS 123

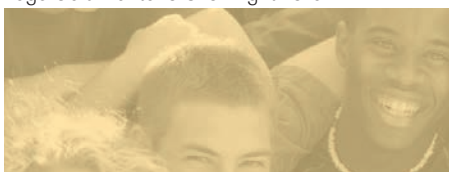
Grayscale Halftone Over Yellow

Logo Blue Halftone Over Yellow

Grayscale Halftone Over Light Yellow



Logo Gold Halftone Over Light Yellow



4.3 Principal Brand Colors

The swatches shown above represent the principal colors of the logo and the background color used in the manual. The swatches are displayed in CMYK, RGB and PMS spot colors. The dark blue and red swatches are used to make the gradient banner (see page 1.10 for details).

The banner blue and red are only shown in CMYK and RGB as they are not to be used as spot colors.

The dark blue is to be used to create the banner gradient and the red is used to make the accent rules on either side of the banner gradient.

The yellow color field can be used as a background for text (as shown here) or as background color for grayscale images or art. The Embry-Riddle blue and gold can also be used in this manner but great care must be given as these color combinations can shift the final color depending upon the techniques involved in creating and/or printing them.

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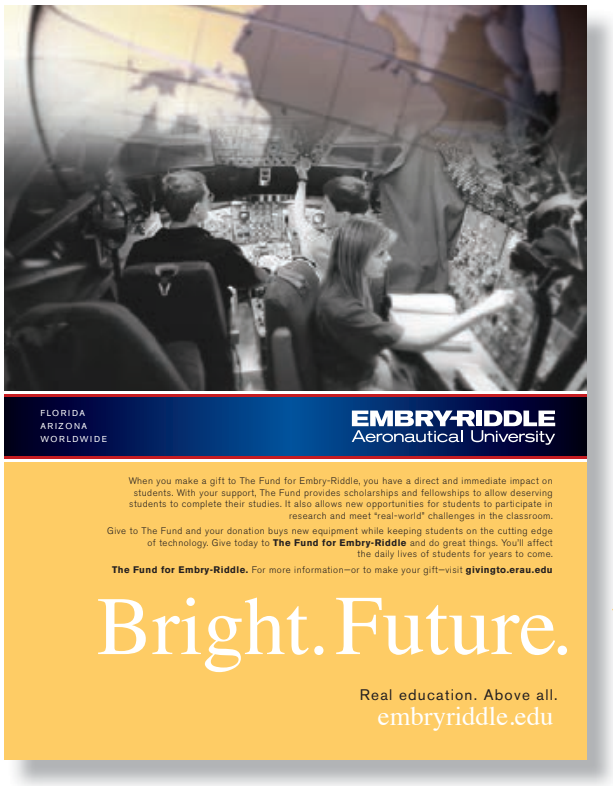
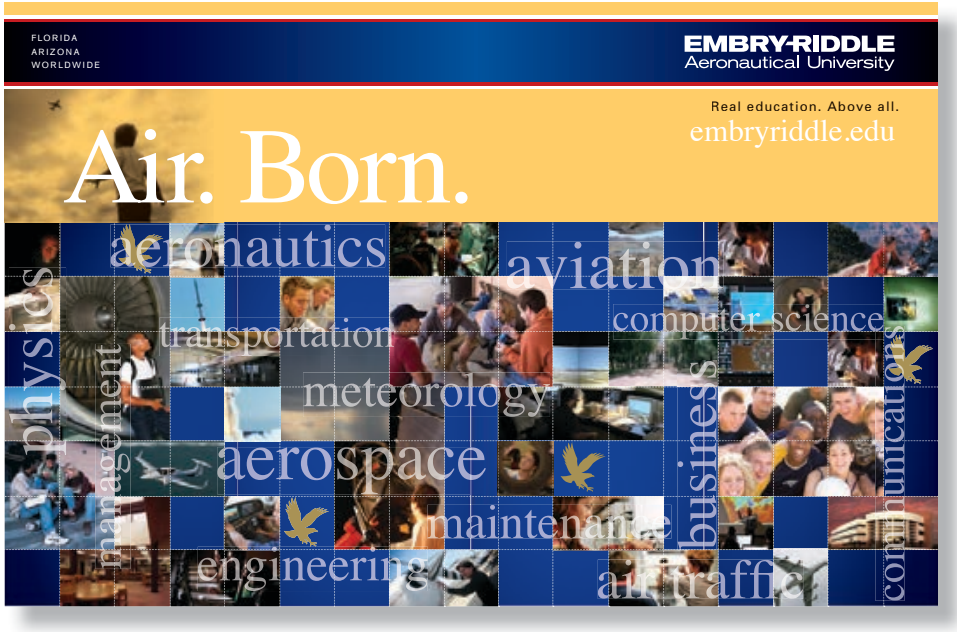
- Yellow always works as a horizontal banner or as a full page of color such as the title pages of this manual.
- Yellow should not be used on any official University stationery.


FLORIDA
ARIZONA
WORLDWIDE
EMBRY-RIDDLE
Aeronautical University
When you make a gift to The Fund for Embry-Riddle, you have a direct and immediate impact on students. With your support, The Fund provides scholarships and fellowships to allow deserving students to complete their studies. It also allows new opportunities for students to participate in research and meet "real-world" challenges in the classroom.
Give to The Fund and your donation buys new equipment while keeping students on the cutting edge of technology. Give today to The Fund for Embry-Riddle and do great things. You'll affect the daily lives of students for years to come.
The Fund for Embry-Riddle. For more information—or to make your gift—visit givingto.erau.edu
Bright. Future.
Real education. Above all.
embryriddle.edu

Display
This example shows a gray-scale photograph incorporated into the yellow banner.

Advertising
This example shows the yellow color block as a placement area for text.
(See Section 6 for more details.)



Examples Only. Illustrations Not To Scale.

4.4 Using The Yellow Color Field

Working together with the new logo and the gradient banner, another graphic element is a field of yellow color. This field of yellow serves to accentuate text and headline copy. It is meant to be used on design and advertising materials only and is not for use on official stationery, business forms, vehicle decals or environmental graphics or signs.

Due to issues with color matching, the closest possible Pantone Matching System color to the CMYK color is PMS 123 but only if it is printed as an 80% tint. In most cases it is best to print the yellow color field in CMYK. There are very few instances where the spot color tint will be needed.

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CMYK 100/100/20/75 | RGB 0/0/46
ERAU Banner Dark Blue

CMYK 10/100/100/10 | RGB 198/29/35
ERAU Banner Red

CMYK 15/63/86/2 | RGB 208/117/61
ERAU Burnt Orange

CMYK 47/68/85/50 | RGB 88/58/35
ERAU Brown

CMYK 26/33/42/0 | RGB 192/167/146
ERAU Cool Brown

CMYK 25/60/91/9 | RGB 179/112/53
ERAU Saddleleather

CMYK 25/32/57/2 | RGB 191/164/121
ERAU Tan

CMYK 69/45/69/4 | RGB 99/122/100
ERAU Gray Green

CMYK 80/29/100/17 | RGB 56/122/59
ERAU Green

CMYK 64/86/50/12 | RGB 110/64/94
ERAU Purple

CMYK 33/63/51/7 | RGB 168/108/108
ERAU Dark Pink

CMYK 30/100/100/41 | RGB 120/18/20
ERAU Burgundy

CMYK 21/18/15/0 | RGB 200/198/201
ERAU Cool Gray

Grayscale Halftone Over ERAU Burgundy

Grayscale Halftone Over ERAU Cool Brown

4.5 Secondary Colors

The colors shown here are for use as secondary, or optional, extra colors. These can be used to delineate and color code objects (such as the tabs at the top of this page) or to add color background effects in print or web designs. *They are not to be used to print the formal logo!*

Note that some of these colors are too dark to overprint black text while others are too light for reversed type. The same will be true of overprinting any grayscale art or images.

Colors that appear on a computer monitor are not in the same color space as colors that are printed; either digitally or with offset lithography. Always look at a prepress color proof before approving any designs for final printing. But beware, even a color proof may have color inaccuracies as it is created using different materials than an offset litho print.

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Main Page Web Colors

ERAU Web Blue

RGB 63/97/161 | #3f61a1

ERAU Web Gold

RGB 163/145/97 | #a39161

ERAU Web Yellow

RGB 240/200/90 | # f0c85a

Web Banner Colors

ERAU Web Dark Blue

RGB 0/0/46 | #00003f

ERAU Web Red

RGB 198/29/35 | #c61d23

Web Banner colors are only to be used in web advertisements and banner ads.

4.6 Web Colors

The colors shown here are for web use only and must be used for all web graphics.

Contact the Office of Communications & Marketing for assistance with the development of web graphics.

Web colors are colors used in designing web pages, and the methods for describing and specifying those colors. Hexadecimal color codes begin wih a hash (#). Hexadecimal numbers or "hex" numbers are a base-16 numbering system used to define colors on Web pages.

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5.1 Print Standards

Guidelines for Printing & Print Design

First Considerations

Printing documents, especially in large quantities, can be an expensive undertaking. This expense is compounded if mistakes are made along the way since this usually means printing the job over again. Yet, there must also be considerable flexibility. It is very important to carefully plan ahead to minimize these mistakes and hold costs to a reasonable level.

It is not within the scope of this manual to help you with decisions about target audiences, messages and copywriting style. But once the questions about the conceptual nature of the printed piece have been answered, a new set of questions regarding the technical aspects of the design and printing processes should be asked.

Before beginning the composition and layout process of any design to be printed, it is best to consider how it is to be reproduced. Choosing the method of printing directly impacts the design, the paper selection and architecture of the final work.

Digital Printing vs. Offset Lithography

The decision to print using offset lithography, as opposed to digital printing, is determined by the number of units (copies) to be printed. When printing anything in small quantites, it is best to consider digital printing as a cost saving measure. As the unit numbers increase, digital printing costs per unit remain basically steady, while the costs per unit of printing using a high-end offset lithography press actually goes down. This is due to the fact that a digital "press" cannot compete for speed in printing large quantities with offset litho.

There are a number of special effects such as varnishes, foils, metallic inks, die-cuts and alternative binding processes that are not available from a digital printer. Whenever anything out of the ordinary is planned for the design then it is best to go directly to offset litho.

Choosing Colors For Print

Graphics designed to be printed in accordance with the standards set by this manual can be printed in a number of color choices. A flyer, invitation or pamphlet that is mostly text, with little or no illustrations or photography, can be printed in one- or two-color process at a considerable savings over a four-color process job. (See Page 5.3) Four-color process jobs would be any design that contains color photography and illustrations, or that requires the use of the gradient banner and yellow color field.

With the exception of black and white laser printing, digital printing is a color process so anything to be printed digitally should be designed with more than one color in mind.

Choosing Paper For Print

There are hundreds of colors, styles, weights and finishes of paper available from dozens of paper mills around the world. With few exceptions, in order to comply with the University brand standards, the general color and finish of paper stock should be white with a smooth finish. Stock that is any other color, including off-white, will alter printed appearance of the any of the standard colors.

Uncoated stock can be used for any project that is printed in one- or two-colors, and can even be used for four-color projects when compatible with the design. Always check with your printer before committing to any particular paper.

A general rule of thumb is that coated paper with a glossy finish will reproduce photographic images and illustrations with a degree of sharpness that matte or flat finished papers will not. Matte and dull finished coated papers will present softer images while uncoated sheets will present even softer images due to halftone dot gain caused by the absorbent nature of the paper. There are different grades of all of these finishes, with a direct impact on print quality. There is a trade-off between quality and economy when it comes to choosing paper.

In most instances, *The University Marketing Brand Standards Team* will have a list of approved paper choices depending upon the job and the budget.

Paper Attributes

Finish & Reflectance
Glossy paper, which is more reflective, is best for reproducing images; matte and dull sheets are less reflective but text is often easier to read. These less reflective surfaces are best when there is a large amount of text to read. Uncoated sheets have even less reflectance but do not reproduce images with the clarity of a coated sheet.

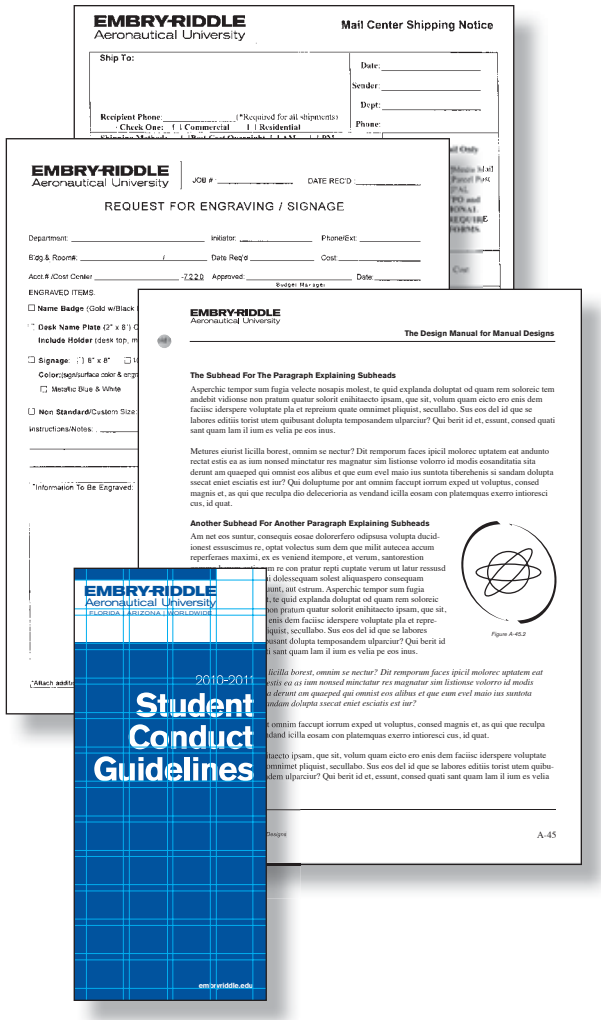
Substance: Weight & Opacity
Heavy weight papers have a feeling of being more "substantial" than light weight sheets but heavy weight papers are not to be used for letterhead or any item to be run through a laser printer or fax machine. Heavy weight papers are also more costly to mail and in a number of cases are more difficult to fold.

Light weight papers do not offer the opacity of a heavier sheet which can sometimes mean that text and images on one side of the sheet can be seen on the other side.

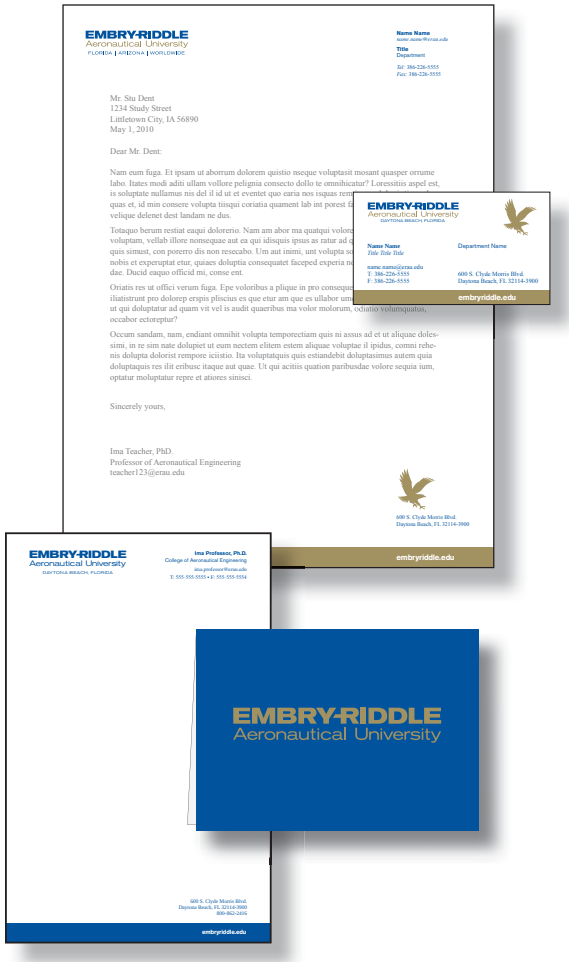
Shade: Contrast & Warmth
"Blue-white" papers provide better contrast than warm-white sheets. Warm-white sheets tend to absorb cooler colors diminishing the contrast. The yellow color field and the gold logo color will not be impacted by the use of a warm-white as much as the logo blue color will. There are papers that strive for a neutral shade. These papers would be preferable.

Surface Smoothness
It is more difficult to maintain surface evenness on bulky papers so these tend to be less smooth and can affect large areas of flat color. Even gloss sheets can exhibit this problem in very heavy weights—not to mention the difficulty in accurate scoring and folding as the surface tends to "crack".

Examples of One-Color



Examples of Two-Color



Examples of Four-Color

Examples Only. Illustrations Not To Scale.

5.3 One-Color, Two-Color & Four-Color

One-Color
The choice of printing colors is determined by the purpose, the content and the costs of printing. One-color designs can be printed in black, or any individual color as long as it is an approved color from the brand standards. (See Section 4.) Any one-color job that is not black should be the logo blue or the logo gold.

One-color prints can be business forms, inexpensive flyers, manual or book pages, small text documents, etc. or any design that is primarily comprised of text and very simple graphics.

Two-Color
Projects that are intended for formal use by the University should be printed in the two logo colors of blue and gold. This would include items such as letterhead, business cards, note cards, formal invitations and any design that is primarily comprised of text and very simple graphics.

Four-Color
Four-color printing should be reserved for any design that uses extensive color photography and illustrations, any design that calls for the use of the gradient banner and the yellow color field.

These design elements should only be rendered in four-color. Brochures, catalogs, posters, direct mail and other complex documents should be printed in four-color. However, in order to hold down costs, if four-color is not necessary, design the item to be printed in one- or two-colors.

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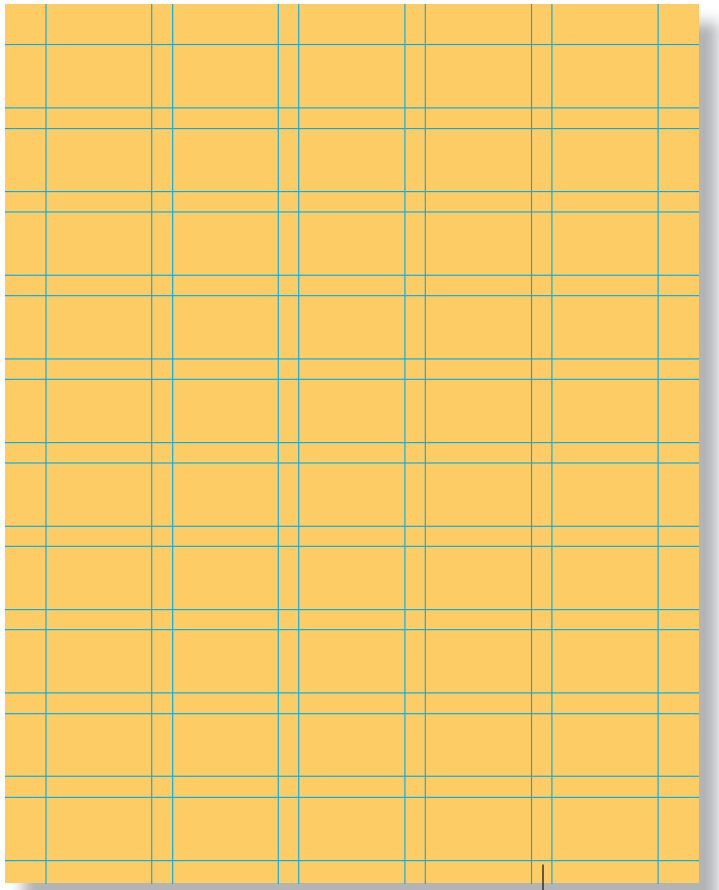
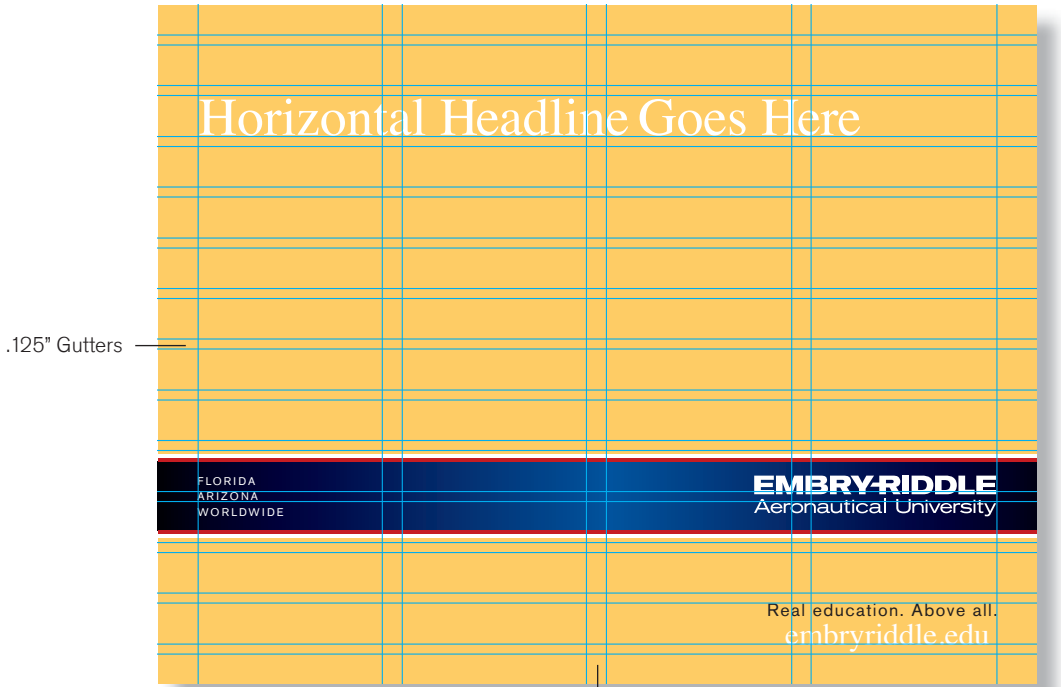
The "gutters" can be used to space elements apart from one another but there is flexibility on which gridline to use to align elements. The gutters are not intended to space paragraphs of text apart from one another.



8.5" x 11" Portrait Page
5 By 10 Grid System
With .5" Page Margin

.25" Gutters



11" x 8.5" Landscape Page
4 By 12 Grid System
With .5" Page Margin

.25" Gutters

Examples Only. Illustrations Not To Scale.

5.4 Design Using A Grid: *Part 1*

Well-ordered designs are usually based upon an invisible system of grid lines. These grids allow various art elements to align with one another from page to page in a document. For example, this manual has been built upon the same grid system as shown on the right, above. Illustrations, photographs, and columns of text are placed in relationship to the grid so that an entire document has a unified structure—even when individual pages have different emphasis and appearance.

Grids should only be seen as guidelines. There will be occasions when the structure of the grid will need to be broken for the sake of a particular emphasis on a particular graphic element, but overall the use of a grid will aid in maintaining the graphic standards of Embry-Riddle.

There are more grid structures and solutions than just these two. Many designs—due to changes in shapes, sizes and orientation—may require the design of a new grid but the two shown here are a good place to start.

A grid can also be used to build layouts for displays, signs and other brand materials. The grid is also used to build advertising layouts. (See Section 6 for details.)

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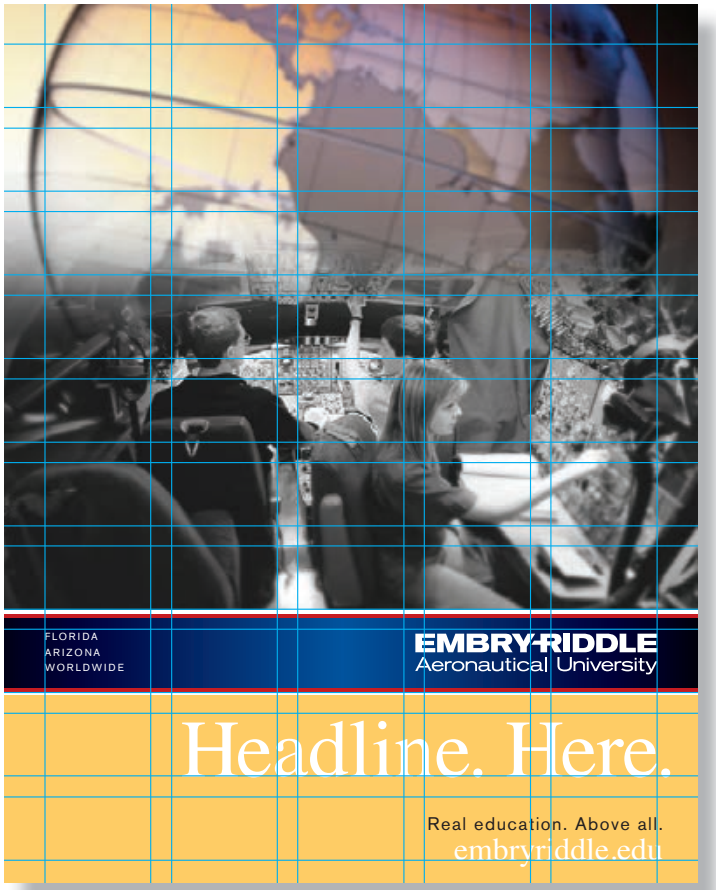
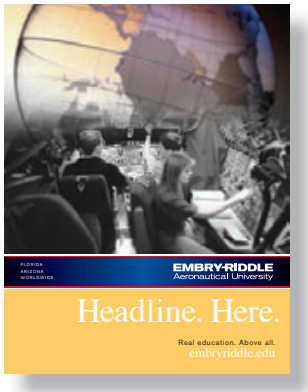
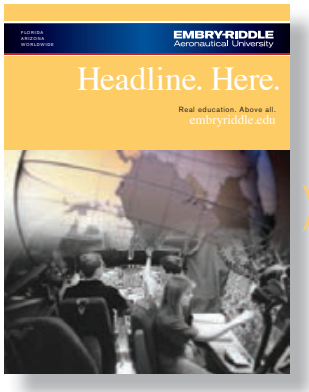


Photo At Top
8.5" x 11" Portrait Page
5 By 10 Grid System
With .5" Page Margin





Note How The Graphic
Elements Align With
Grid Lines

Photo At Bottom
8.5" x 11" Portrait Page
5 By 10 Grid System
With .5" Page Margin

Examples Only. Illustrations Not To Scale.

5.5 Design Using A Grid: *Part 2*

In order to show the flexibility of the grid system here are two brochure cover design concepts built on the same structure with different results.

All of the visual elements are the same and both designs are within the brand standard and yet the final effect is to give these brochure covers a different "feel" from one another. One cover places a greater emphasis on the photographic illustration by making it larger and giving it prominence at the top of the page. The other emphasizes the logo, the banner, the headline and other text by moving the photograph to the bottom and making it somewhat smaller.

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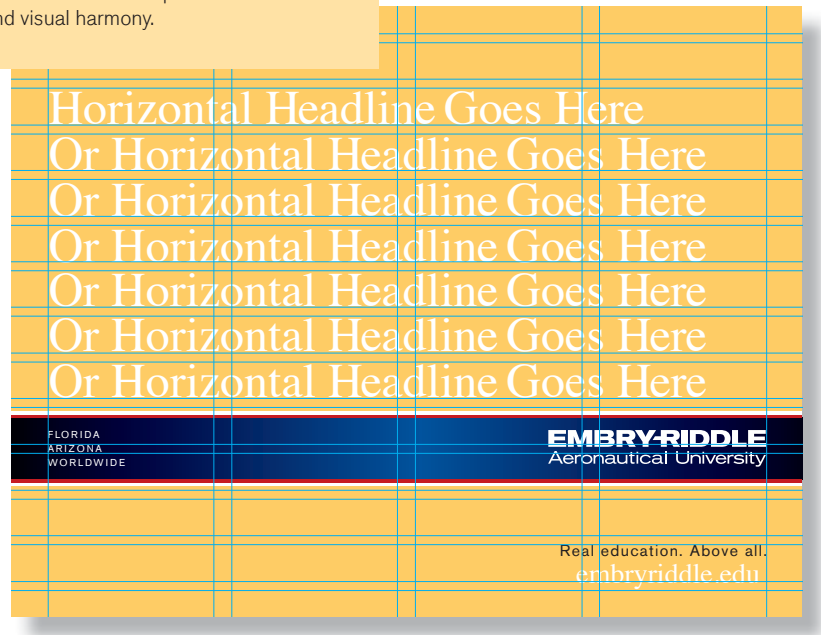
- Note how the headline can be moved within the grid to allow flexibility in placement over a photographic illustration.
- It is possible to create a cover design within the grid structure that does not have an illustration. In fact, the lack of an illustration often means the use of a grid is even more important to create balance and visual harmony.



11" x 8.5" Landscape Page
4 By 12 Grid System
With .5" Page Margin

Note How The Graphic Elements Align With Grid Lines

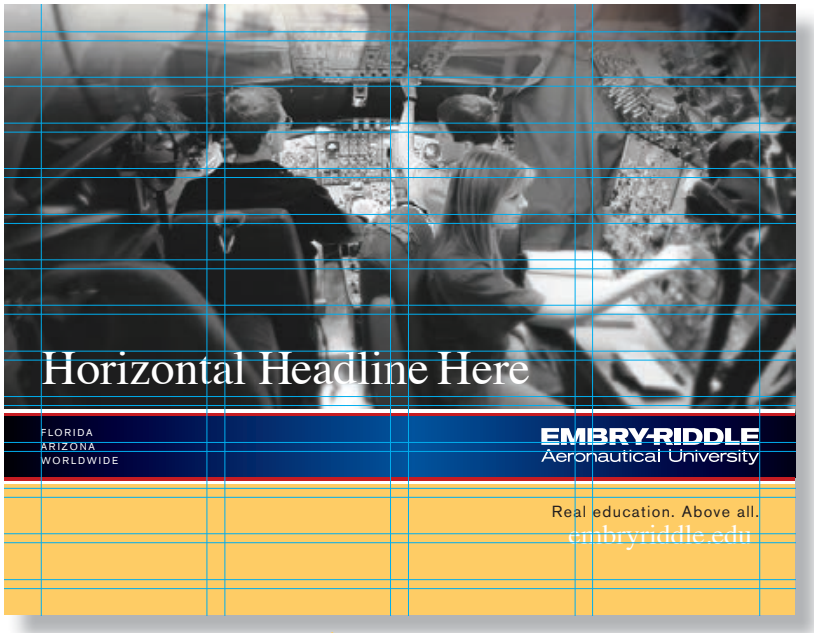
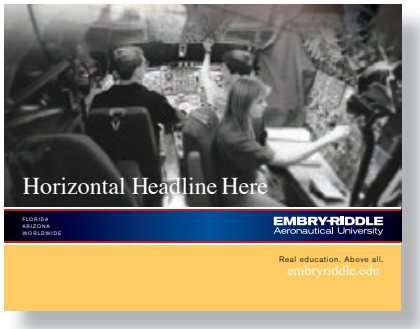


Photo At Top
11" x 8.5" Landscape Page
4 By 12 Grid System
With .5" Page Margin



Examples Only. Illustrations Not To Scale.

5.6 Design Using A Grid: *Part 3*

Horizontal designs are also best designed within a grid. Graphic elements are stretched or are spaced farther apart on the horizontal plane but are pressed closer together vertically.

The logo gradient banner is sized horizontally but is kept in a scale with the grid as closely as possible. In the design above, the logo gradient banner is actually slightly less deep than one of the "cells" created by the grid. This decision was made so that the banner would not become too deep in relationship with its width and overpower the other elements. This is an example of breaking the grid rules—yet staying well within the system so as to maintain a proper standard.

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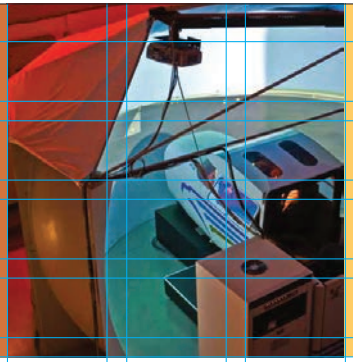
FLORIDA
ARIZONA
WORLDWIDE

EMBRY-RIDDLE
Aeronautical University

Headline. Here.

Real education. Above all.
embryriddle.edu

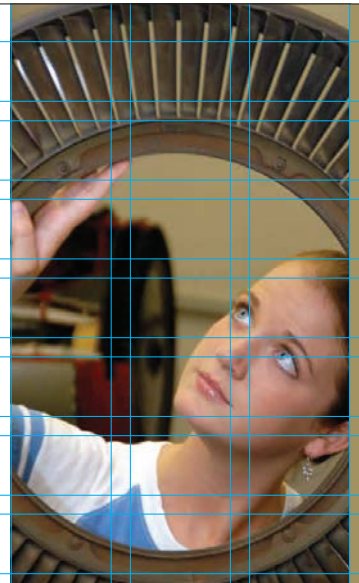


Star. Power.

Research is an important part of any university's commitment to quality and Embry-Riddle is no different. In fiscal year 2008, some 161 faculty members were involved in research and other activities with 136 sponsored projects. The total value of all active awards was more than $9 million. The university is also a major consultant for the aviation, aerospace, and related fields. Under a $30 million, 10-year contract with the U.S. Department of Defense, Embry- Riddle is the sole provider of aviation-related degree programs to the U.S. military in Europe. As aviation and aerospace constantly evolve, so does Embry-Riddle. The University is committed to seeking opportunities for students to work more closely with the aviation industry worldwide. The passion and pride hold true. The evolution continues.

DAYTONA BEACH DEGREE PROGRAMS

Bachelor's Degrees
Aeronautical Science
Aeronautics
Aerospace Electronics
Aerospace Engineering
Aerospace Studies
Air Traffic Management
Applied Meteorology
Aviation Maintenance Science
Aviation Management
Business Administration
Civil Engineering
Communication
Computational Mathematics
Computer Engineering
Computer Science
Electrical Engineering
Engineering Physics
Homeland Security
Human Factors Psychology
Mechanical Engineering
Safety Science
Software Engineering
Space Physics
Master's Degrees
Aeronautics
Aerospace Engineering
Business Administration
Engineering Physics
Human Factors and Systems
Mechanical Engineering
Software Engineering
Space Science



FLORIDA CAMPUS

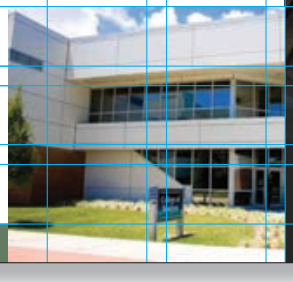
Big. Dreams.

It all started with imagination and commitment. This is the legacy of Embry-Riddle's Daytona Beach, Florida campus. Founded just 22 years after the Wright brothers' historic flight at Kitty Hawk, Embry-Riddle has made its mark on the world of aviation, space, and beyond. Here is a place where astronauts walked, where Mother Nature still rules, and "nanos" are common conversation. Welcome to a university that speaks the global language of "imagine."

Embry-Riddle is located next to Daytona Beach International Airport and the world-famous Daytona International Speedway, just a few miles from the Atlantic Ocean. Students at Embry-Riddle have the best of all worlds with thousands of things to do and the perfect weather to do them in. This 185-acre campus serves more than 5,000 undergraduate and graduate students with outstanding facilities and technology unmatched by other universities.

Close to Kennedy Space Center and high-tech centers along the Space Coast and in Orlando, Embry-Riddle is truly the center of attention. With its ultra-modern campus, Embry-Riddle is home to the Lehman Engineering and Technology Center, the Advanced Flight Simulation Center, and the state-of-the-art College of Aviation and College of Business academic buildings. That's just for starters. With possibly the most advanced facilities and the most experienced real-world instructors in the nation, Embry-Riddle is achieving new levels of excellence in aeronautical education.

While pursuing your education at Embry-Riddle, you'll gain valuable experience through participation in cooperative education and internship opportunities. Embry-Riddle has internship agreements and cooperative programs with most major airlines. But it doesn't stop there. Imagine an internship at a major industry-related company such as B/E Aerospace, Boeing, Gulfstream Aerospace, Lockheed Martin, Pratt & Whitney, and Rockwell Collins. Government agencies are looking for our best and brightest too. The FAA, NASA, the National Oceanic Atmospheric Administration, the National Transportation Safety Board, and Naval Air Systems Command all regularly offer Embry-Riddle's students tremendous opportunities with their organizations and many times these opportunities result in permanent positions upon graduation. Feeling worldly? Embry-Riddle also has study-abroad opportunities in seven countries, including China and Greece.



Run. Way.

With Embry-Riddle's Aviation Maintenance Science program, you can get a hands-on education in aviation and aerospace from A&P certification to Bachelor of Science degrees and beyond. You can become a professional aviation technician in a unique learning environment providing expert instructors who are specialized in Avionics Line Maintenance. At Embry-Riddle, our programs are approved for veterans training with convenient class schedules beginning in the fall, spring and summer. Financial aid and campus housing are available for qualified students.

Take the runway to an Aviation Maintenance Career.

Photo At Bottom
8.5" x 11" Portrait Page
5 By 10 Grid System
With .5" Page Margin

Examples Only. Illustrations Not To Scale.

5.7 Designing Interior Pages Using A Grid

The designs shown here are only examples and are not meant to be used as actual layouts. There are hundreds of design solutions available using a grid system and no one system is better than another. However, it is important to consider building a structure for a brochure or any other printed materials so that the illustrations and the text work together as a whole rather than as unrelated, individual elements.

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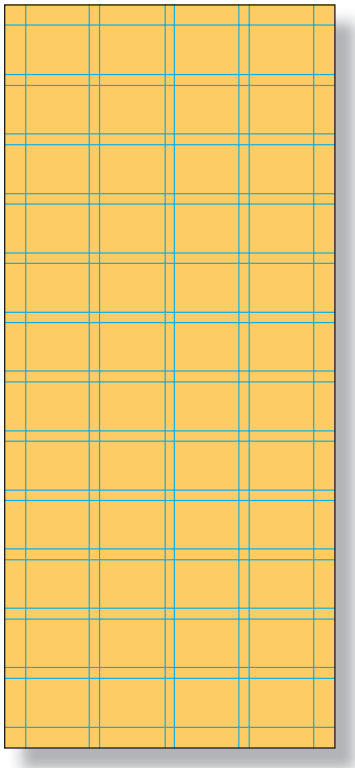
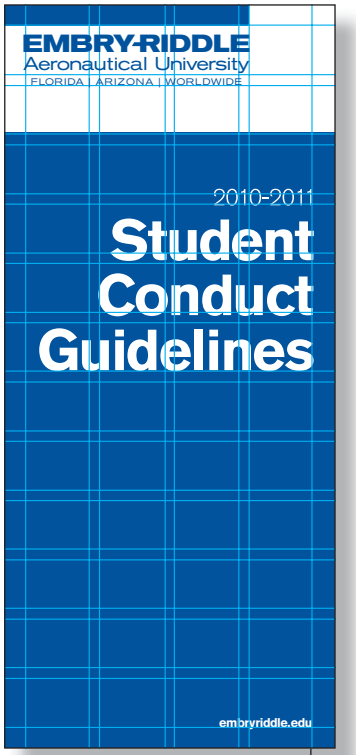
Grid Illustration



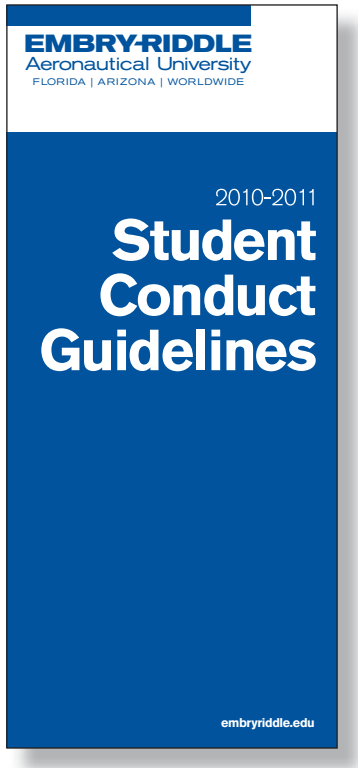
4" x 9" Rack Brochure
4 By 12 Grid System
With .25" Page Margin

.125" Gutters

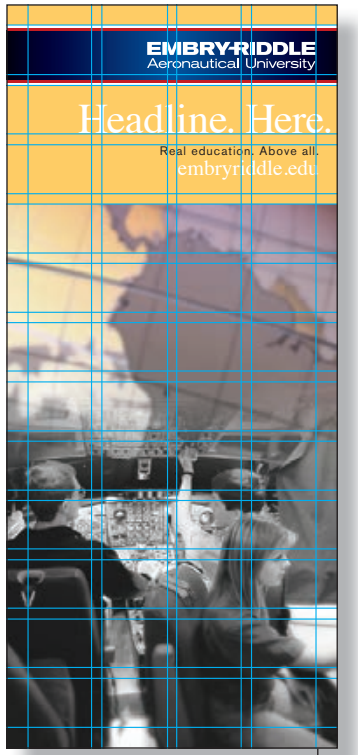
Examples of One-Color



Note How The Graphic Elements Align With Grid Lines



Examples of Four-Color



Note How The Graphic Elements Align With Grid Lines

Examples Only. Illustrations Not To Scale.

5.8 One-Color & Four-Color "Rack" Brochures

A grid system is also used to layout a narrow, vertical brochure—often called a "rack" brochure as it is the size most often used in sales racks found at any number of locations. The general rule of thumb concerning rack brochures is that the logo is almost always at the top since this is usually the only part of the brochure exposed when placed into a rack.

One-color pamphlets that are rack-sized (4" x 9" folded) follow the grid guidelines as well. As these designs do not use the four-color gradient banner, the logo placement—along with the blue bar placed over the logo—are similar to the University stationery as seen in Section 2 of this manual.

The four-color rack brochure is built in a similar fashion to the other four-color brochures but the photographic illustration is always placed at the bottom of the front cover with the gradient banner and the logo placed at the top of the page.

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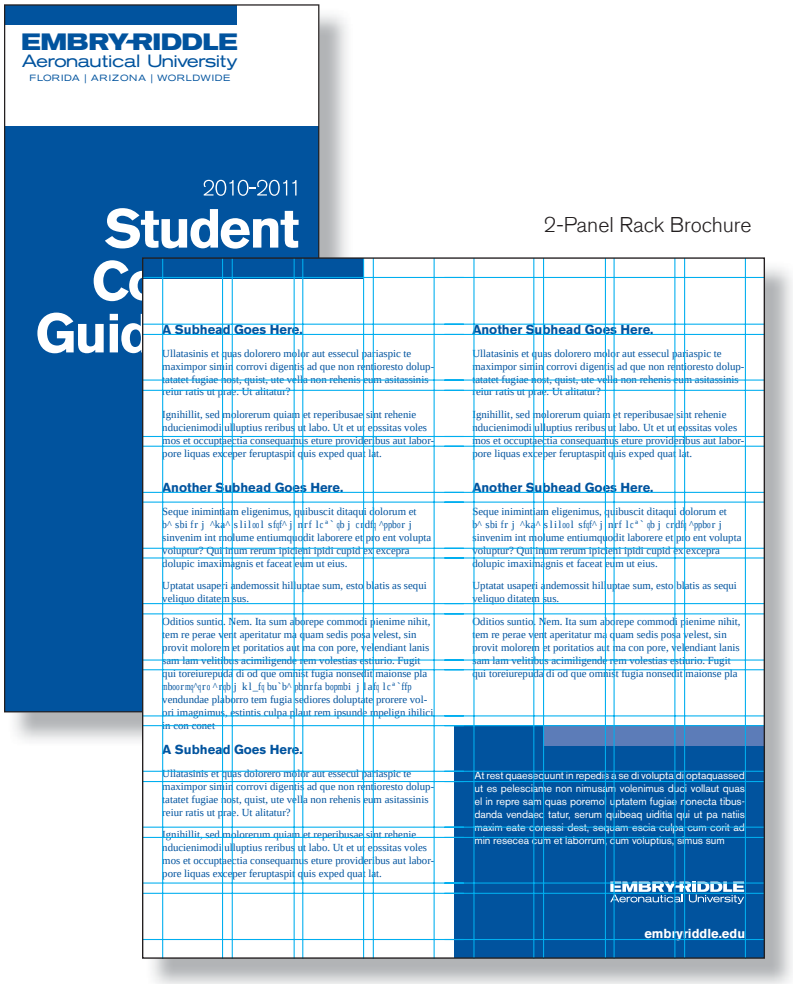
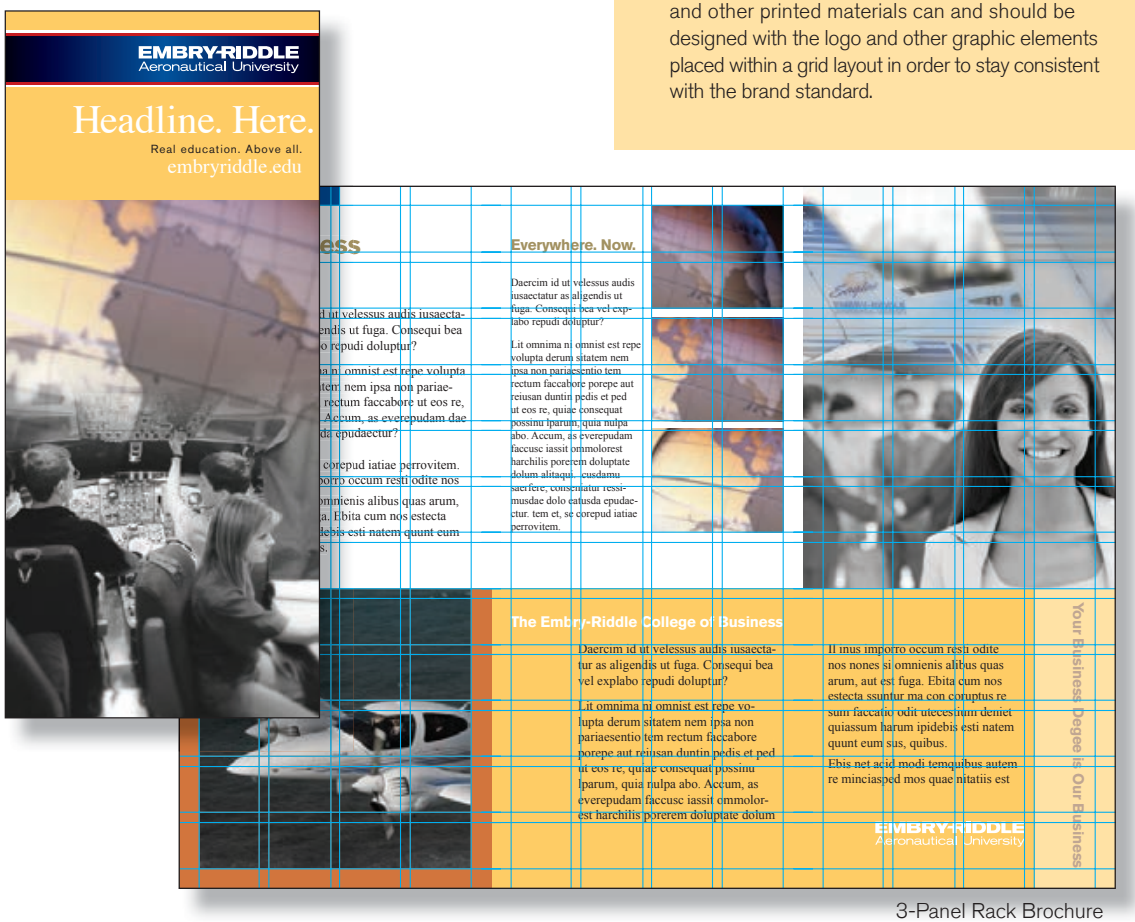
Examples of One-Color



2-Panel Rack Brochure

Examples of Four-Color



3-Panel Rack Brochure

Examples Only. Illustrations Not To Scale.

- Similar grids can be created for any number of shapes and uses. Direct mail, postcards, posters and other printed materials can and should be designed with the logo and other graphic elements placed within a grid layout in order to stay consistent with the brand standard.

5.9 Designing A Rack Brochure With A Grid

There are hundreds of design solutions available using a grid system. The designs shown here are only examples and are not meant to be used as actual layouts.

Brochures that are primarily text with few, if any, graphics should be printed in one- or two-colors in order to save costs. The exception would be any project being printed digitally (due to a very small quantity). These projects would be printed in four-color by the digital "press" so a four-color design would be acceptable; even preferable.

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6.1 Advertising

Advertising Guidelines

The Case For Advertising

Advertising has long been viewed as a necessity for commercial ventures but not universities. Most schools, colleges and universities find the idea of advertising for themselves a bit unsettling. However, in recent years the "market" for education has turned increasingly competitive. Even unique educational institutions like Embry-Riddle must see to it that their message is heard over the clamor of other schools vying for the attention of qualified students and patrons.

The advertising campaign for Embry-Riddle will represent the University with integrity, yet it will be creative in its execution in order to attract positive attention to the University, its schools and its programs around the world.

This message comes in the form of an advertising campaign that does not shout, but is none-the-less intended to be seen and heard.

This advertising campaign is an integral part of the new, overall marketing strategy of Embry-Riddle. It is not just to attract new students, but to consistently communicate to the public at-large about all aspects of the university and its mission.

As communication, the campaign serves to advance the university and its alumni by representing the quality of an Embry-Riddle education to potential employers, benefactors, companies and institutions. It shows the technological superiority of the campus facilities, the achievements of its learned faculty and the depth and breadth of its worldwide influence in science, engineering, aviation and aerospace.

This advertising campaign does not exaggerate its claims. It simply presents Embry-Riddle for what it is: *a desireable place to gain a real education and/or to find qualified leaders in their chosen fields*

The Primary Campaign Theme

Every good advertising campaign is not just based upon a marketing strategy but is built upon a central theme. The theme is always thought-provoking, simple and concise.

The theme for the Embry-Riddle campaign is:

"Real education. Above all."

The theme, presented in the form of a slogan, is comprised of two short statements that under normal circumstances could be expressed in one sentence. The intention here is to create a pause; to divide the line into two thoughts in order to give equal emphasis to both.

"Real education" refers to the practical, real-world nature of the Embry-Riddle curriculum. "Above all" refers not only to the top quality of an Embry-Riddle education but to the principal nature of that education: aviation and aeronautics.

The slogan will be expressed as a closing "tagline" on each ad in the campaign, not just in print, but in electronic media as well. Used consistently, a strong tagline such as this one, can become synonymous with the brand identity logo and the university.

The Secondary Campaign Theme

As some advertising will be focused on employers, university benefactors and alumni, a second theme and tagline are to be used. The tagline to be used in this type of advertising is:

"Leading the World in Aviation and Aerospace Education since 1926."

This theme is used to express the long history and rich traditions of the university and serves as a reminder to the campaign "audience" of the university's excellence as an educational institution.

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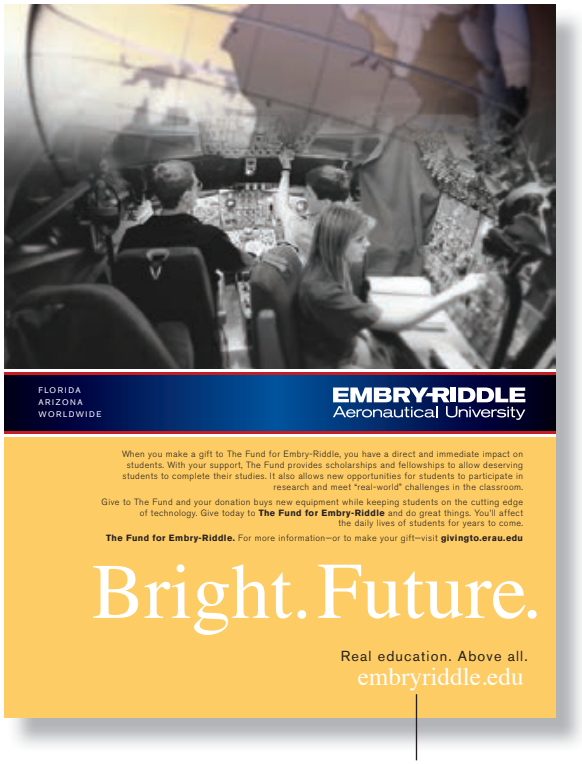
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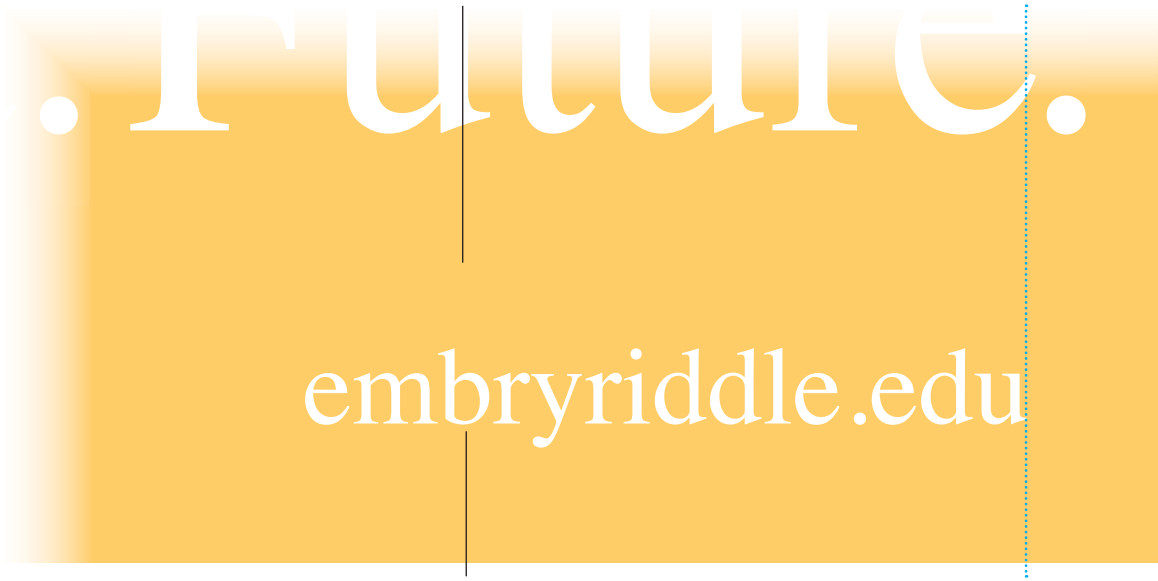
Real education. Above all.
embryriddle.edu

Tagline & URL Placement

These elements must be included in any advertising layout or design.

Akzidenz Grotesk Regular
With Moderate Positive Tracking

Type Set Flush Right
With Hanging Puncuation



Times Regular With No Tracking

Examples Only. Illustrations Not To Scale.

6.3 Advertising Tagline & URL Placement

The advertising slogan is expressed as a "tagline" in the lower right corner of an ad (or brochure cover). In four-color ads such as this one, the logo is placed inside the gradient banner so the tagline and the URL (Uniform Resource Locator, i.e. the web address) are not placed in close proximity but are used instead as design elements that "close" the ad. If the ad has been composed correctly the reader will be directed from the image area to the banner, then to the text and headline and finally to the tagline and URL.

The tagline ends in a period but the URL does not. In order to maintain the correct flush right appearance the tagline is set using Optical Margin Alignment. The last "l" in "all" and the "u" in "edu" line up flush right with the period becoming what is known as "hanging punctuation" further to the right. This creates an optical stopping point on the right side of the ad with all of the type elements appearing aligned.

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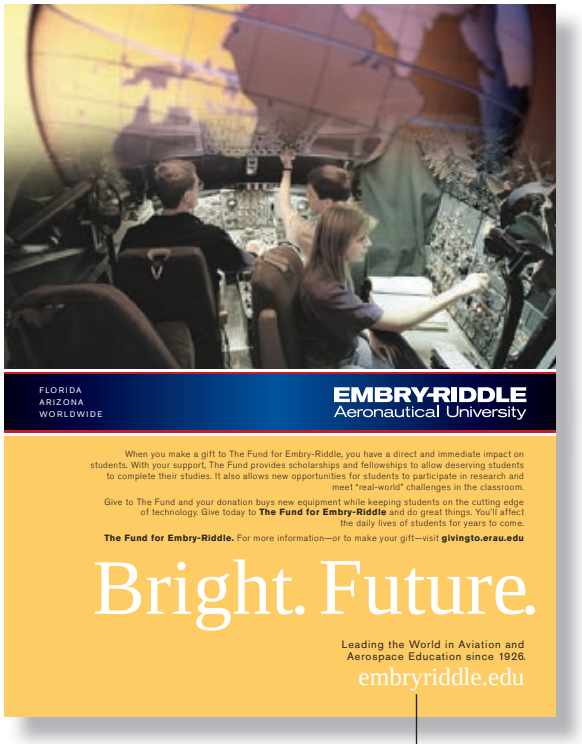
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Tagline & URL Placement

Examples Only. Illustrations Not To Scale.

6.4 Secondary Tagline Placement

The advertising slogan that refers to the University's history is expressed as a "tagline" in the lower right corner of an ad (or brochure cover). In four-color ads such as this one, the logo is placed inside the gradient banner so the tagline and the URL (Universal Resource Locator, i.e. the web address) are not placed in close proximity but are used instead as design elements that "close" the ad.

If the ad has been composed correctly the reader will be directed from the image area to the banner, then to the text and headline and finally to the tagline and URL.

The tagline ends in a period but the URL does not. In order to maintain the correct flush right appearance the tagline is set using Optical Margin Alignment.

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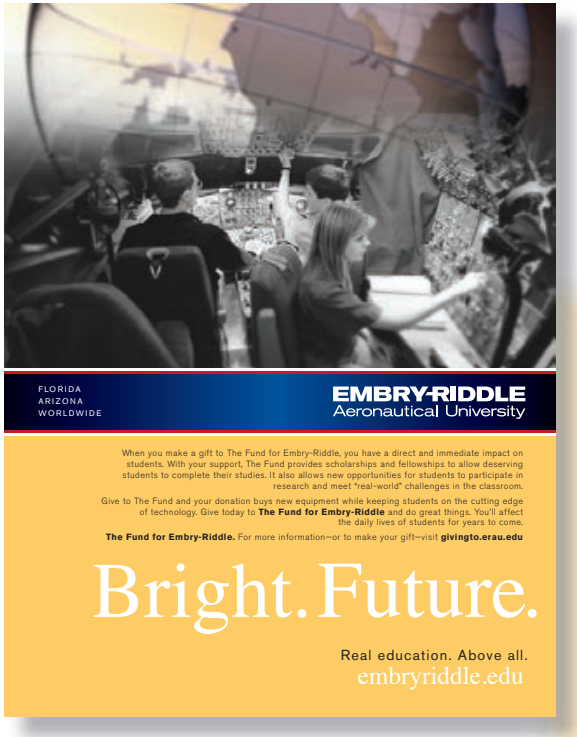
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Type Set Flush Right

Bright. Future.

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Times Regular

Examples Only. Illustrations Not To Scale.

6.5 The Headline In Print Advertising

The advertising campaign theme is also expressed in large, two word headlines. These words are often used together to represent a single concept, idea or expression but punctuation has been purposefully applied to separate the words and give new and different interpretations of the original meaning.

As the headlines are reversed as white from the yellow color field they are always set large to balance them against the body copy and give them visual weight despite the light color. The goal is to make the headline the dominant element in the area of the ad reserved for the text without being obtrusive.

The headline is optically aligned on the right side with the body copy and the tagline/URL combination. The end period hangs beyond the alignment in order to provide a smooth line of text along the right side of the ad. All of these items align on this right side with the Embry-Riddle logo in the gradient banner that divides the image portion of the ad from the text area. (See Page 6.7 for more information about the anatomy of an ad.)

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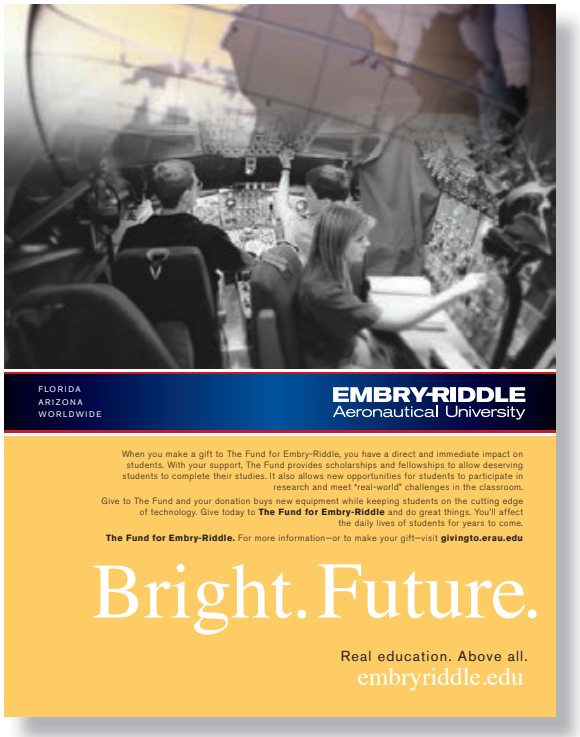
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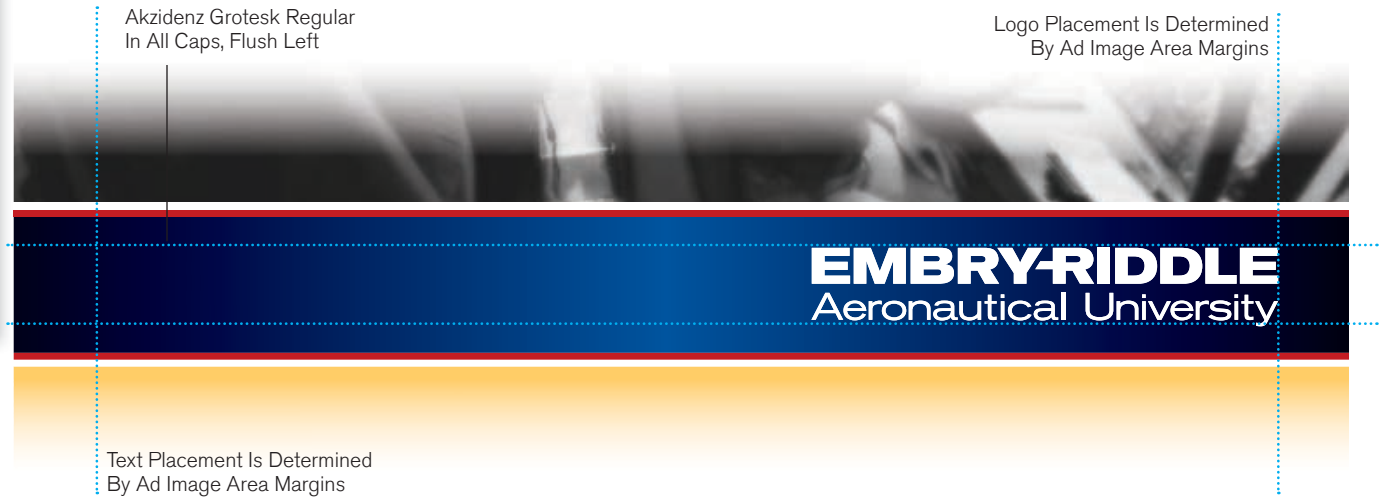

Examples Only. Illustrations Not To Scale.

6.6 The Gradient Banner In Print Advertising

The gradient banner is used to divide the image area and the text area from one another. The placement of the logo and the locator text within the banner are determined by the ad's image area margins. These elements must always be inside the image area because of their critical importance. *Any ad that is location specific will not have locator text inside the gradient banner.*

The banner can be horizontally scaled to match the width of the ad and any page "bleed" but the spacing of the white and red rules and the placement of the logo must stay consistent with the standards set forth in this manual. See Page 1.10 for details.

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Example Of A Magazine-Sized Ad

Image Area
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Example Of A Tabloid-Sized Ad

Image Area

Margins may vary in different publications due to their particular image area specifications.

Gradient Banner & Logo

Locator Copy

Body Copy

Yellow Color Field

Headline

Tagline

URL

Examples Only. Illustrations Not To Scale.

6.7 Anatomy Of An Ad

The vertically-oriented magazine and newspaper advertisements that are large enough to contain images and are designed for four-color process printing have the same anatomy with only variations in spacing. The examples above, not shown to size, roughly fall into two spacing styles. The magazine-oriented ad is divided into two main areas: the image and the gradient banner/text portion with the dividing line between the two parts running just above the gradient banner.

The tabloid example can be thought of as vertically divided into thirds with the image and the gradient banner using the top two-thirds and the text area using the bottom third with the dividing line running just underneath the gradient banner. These divisions would change depending upon the actual size of the final ad.

Magazine ads have established margins in which the most important information of an ad must be placed. This is called an "image area", and while background colors and pictures can go beyond the boundaries of this area, text, logos and other information should not. See the publication,s ad material specifications before designing the ad.

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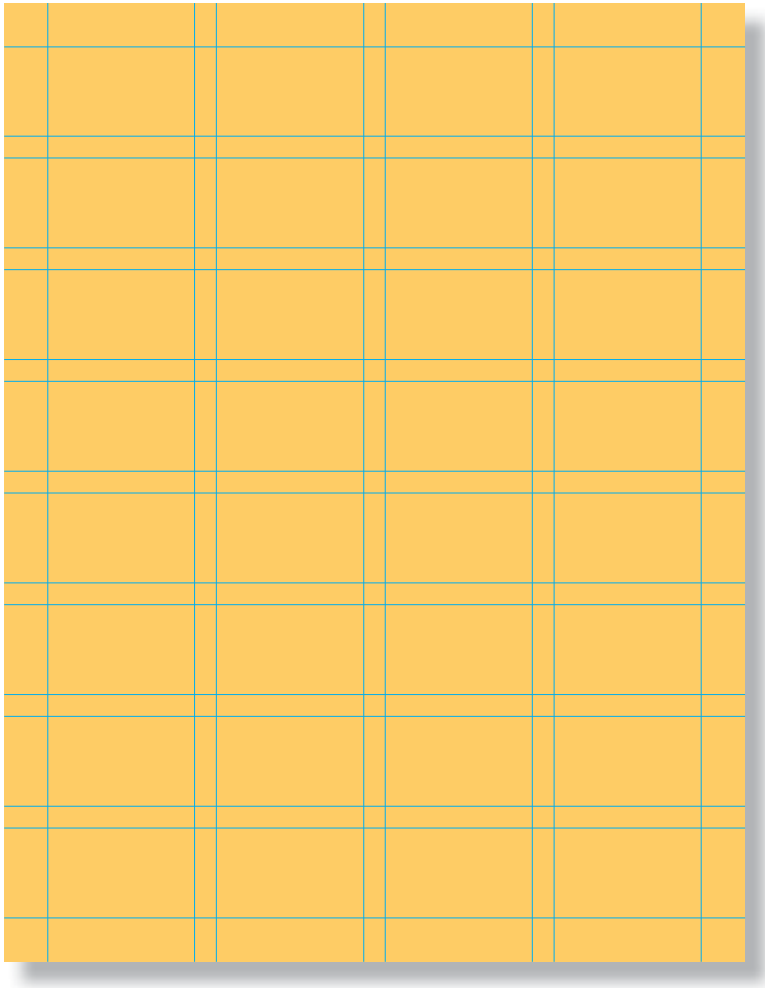

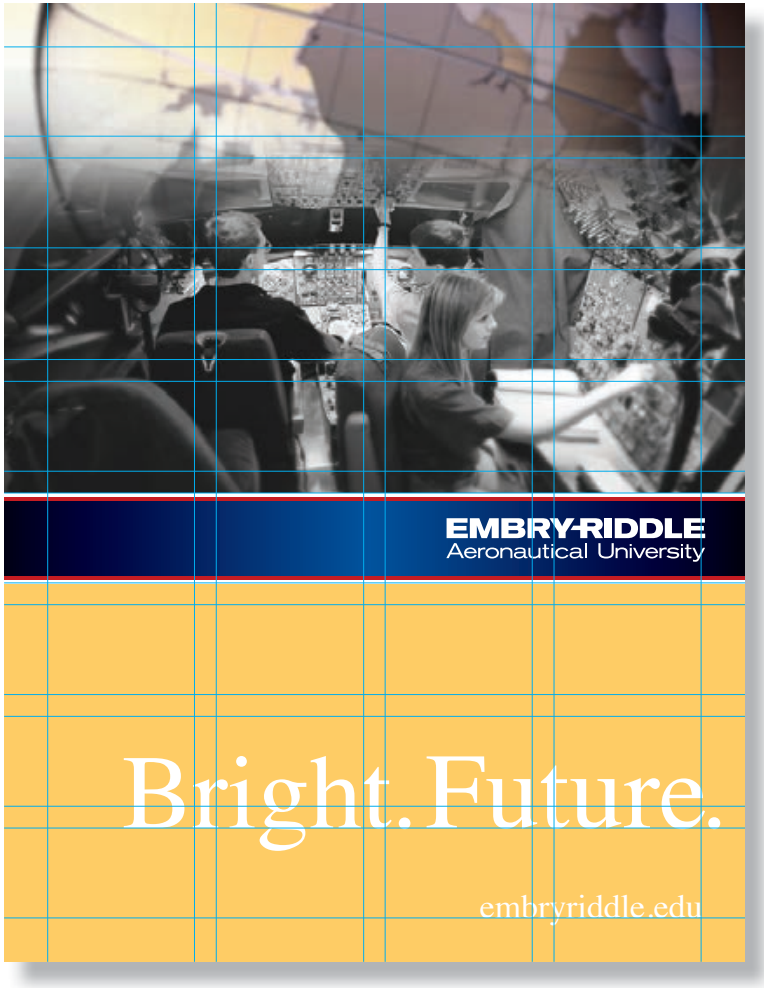

Examples Only. Illustrations Not To Scale.

6.8 Using Grids With Print Advertising

Just like designing for printed materials using grids, ad layouts can also be enhanced by using a grid to arrange the elements on the page. This is particularly important in ads that have a specific image area requirement because the important graphic elements of the ad must be placed within that frame.

The grid shown here is just an example and is not to be considered the only approach to designing an ad for the Embry-Riddle advertising campaign. In fact, due to the variations in publication layouts and printing specifications even standard grid designs will have to be adjusted for each ad.

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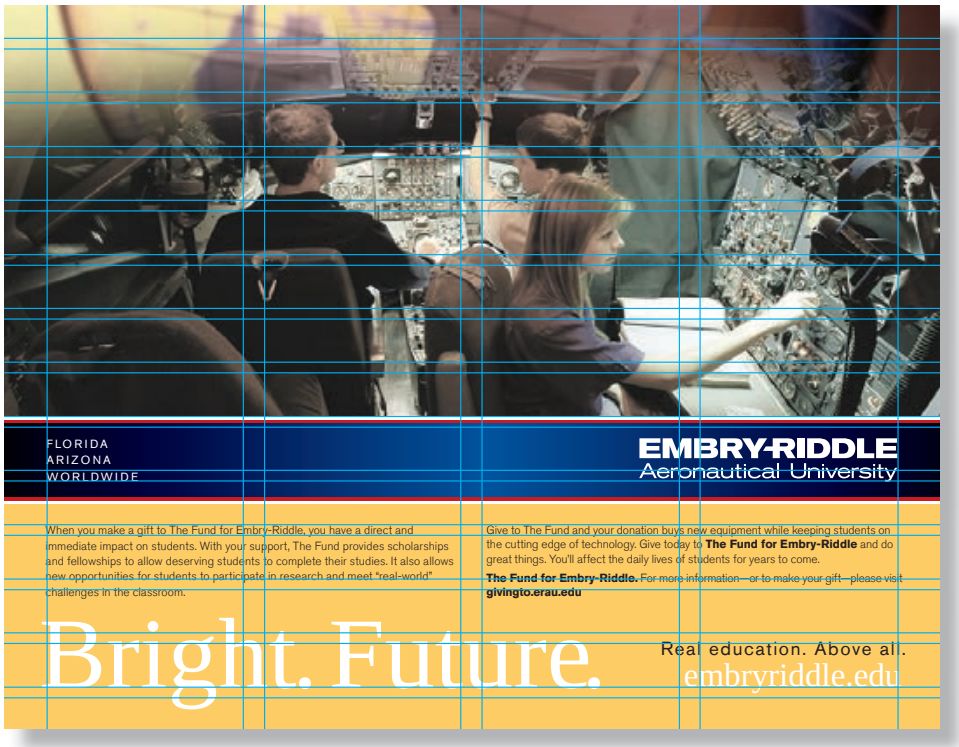
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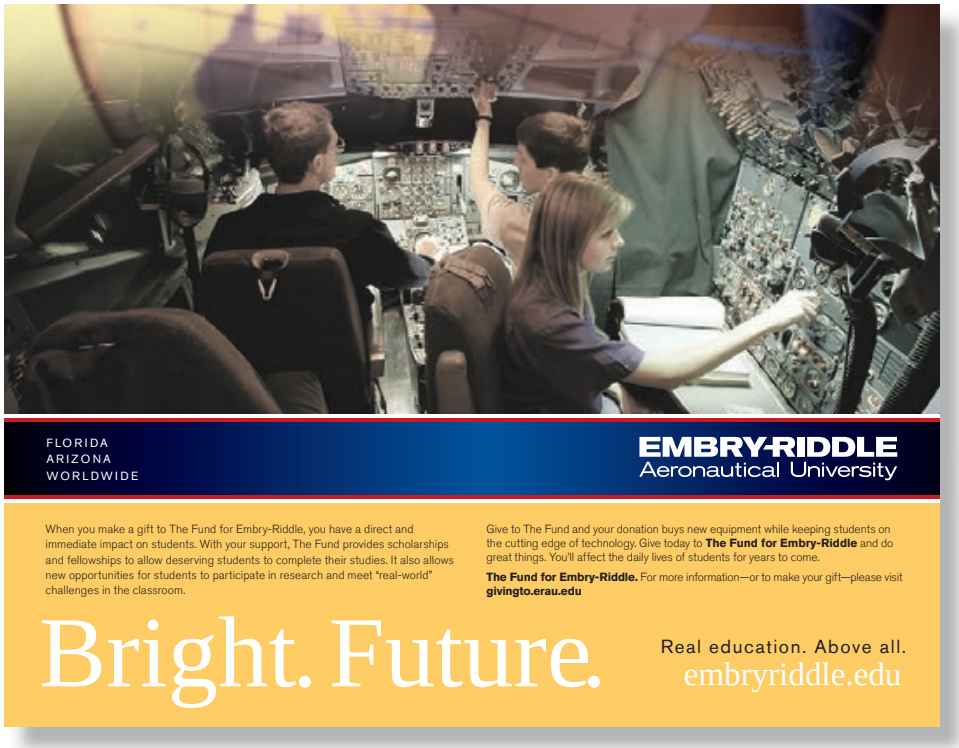
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Examples Only. Illustrations Not To Scale.

6.9 Designing Horizontal Ads

The design for a horizontal ad is a challenge but the use of a grid system similar to that of the horizontal print design (See Page 5.6) can aid in the alignment of the various ad elements within the image area.

Due to the elongated shape of this format the body copy cannot be set flush right in a single, wide column. It must be set flush left in two columns that stretch across the page in order to keep the text line lengths visually manageable.

This style ad also creates image issues that must be overcome for the extremely wide photographic illustration. Images that work graphically in a vertical format may not translate into a horizontal one. The example shown above is at the minimum depth for this particular image. Any further reduction in its depth would render the image almost useless for communicating information.

In designing an ad, whether horizontal or vertical, the photograph or illustration must be considered. If the ad layout compromises the composition of the image then another design must be considered, even if it requires the image to be eliminated.

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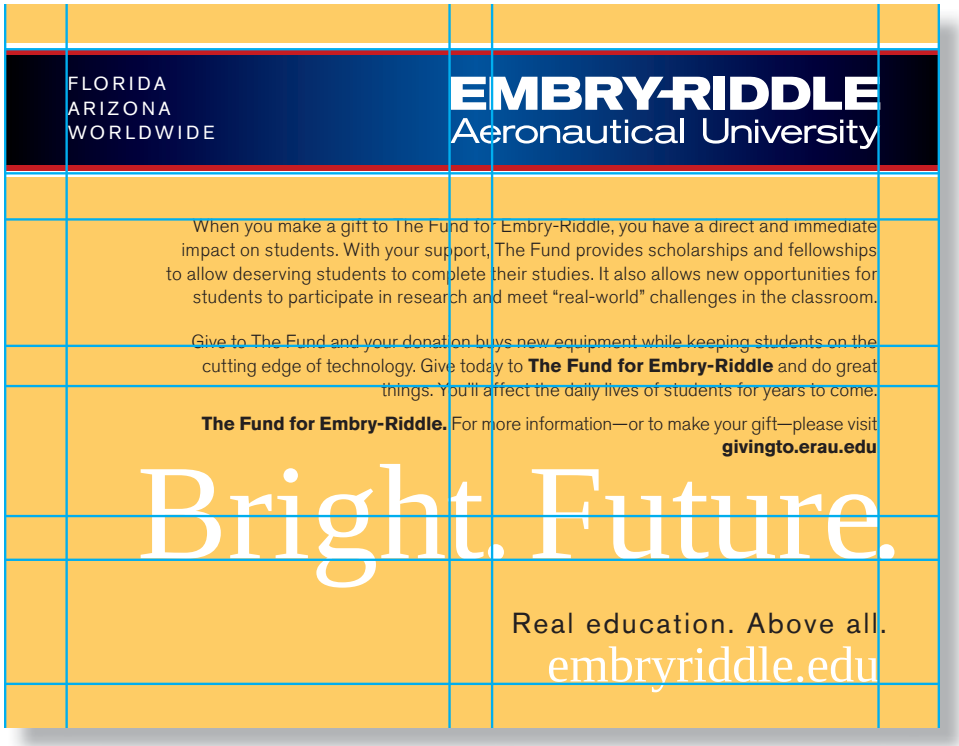
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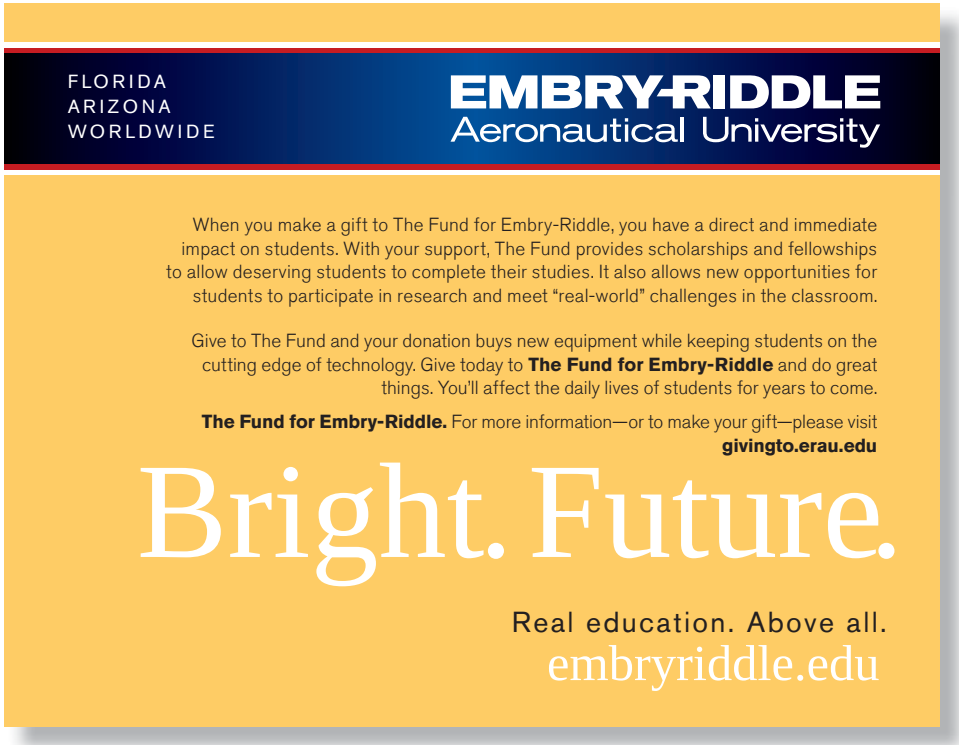
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Examples Only. Illustrations Not To Scale.

6.10 Print Ads Without Illustrations

There will be instances in which a four-color ad may be too small to include a photograph. The examples shown here are one possible layout solution to composing a smaller design for a color ad. The gradient banner is placed at the top of the ad with the text placed below.

Body copy must be set at a size that will allow the viewer to easily read the text without over crowding the layout. If this becomes a problem then either a larger ad must be planned for or the text must be edited in order to properly fit the layout.

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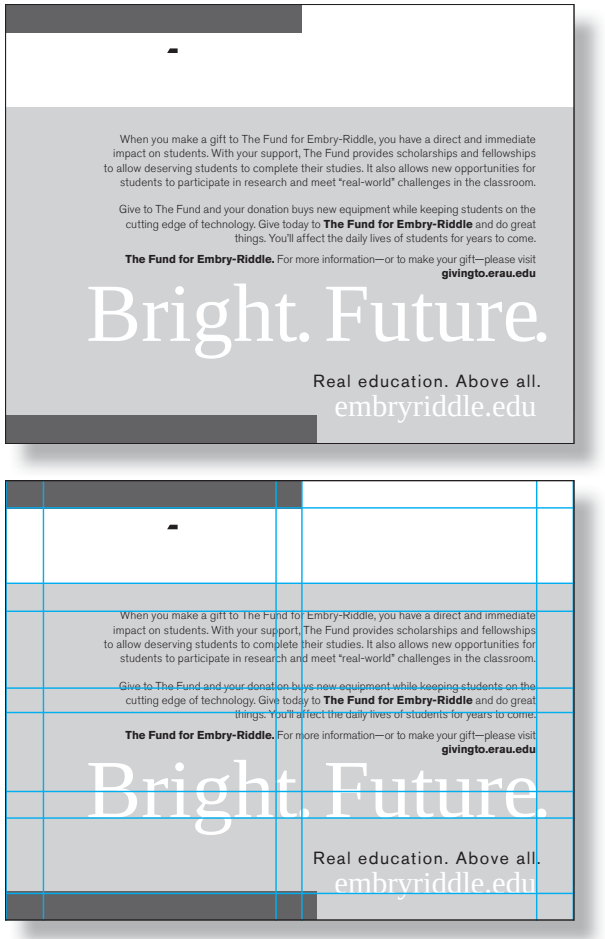

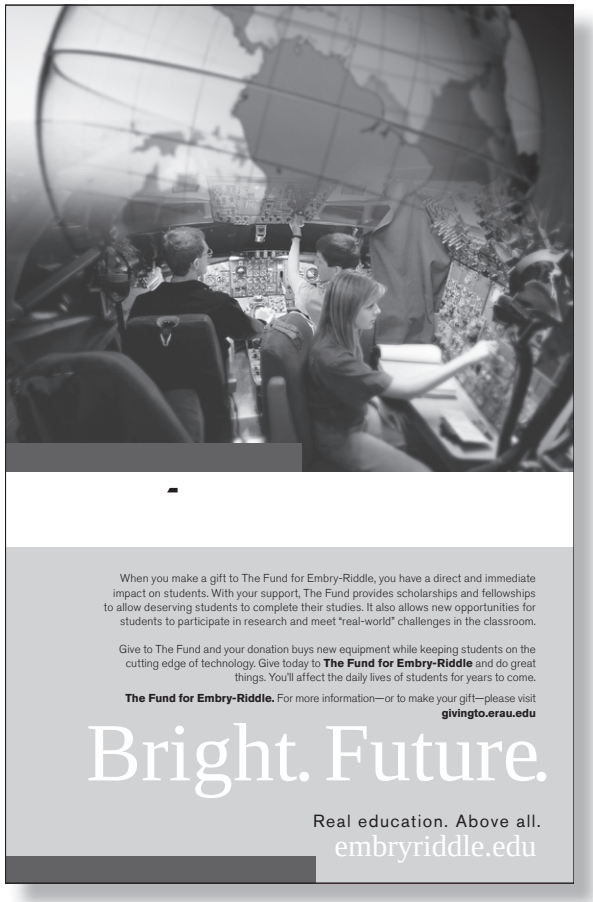

Examples Only. Illustrations Not To Scale.

6.11 Black & White Print Advertising

The gradient banner cannot be used in one-color or black and white print ads. Instead, the logo is moved to the left and a gray bar, similar to the blue bar at the top of the stationery, is placed over it.

When the ad is large enough to contain a photograph this gray bar is placed over the image.

At the bottom of the ad another gray bar is placed that is the same depth and width as the top bar. This is used to emphasize the tagline and the URL.

If black and white ads are designed for newspaper printing be aware that the photographic images must be adjusted to compensate for halftone dot gain.

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7.1 Signs & Displays

Guidelines for Signs & Displays

New Signs

Sign systems are easily the most expensive item in establishing a new brand standards guideline. Beyond the price of manufacturing and installing the signs there are other factors that add to the costs and try the patience of brand managers and physical plant personnel alike. Permits and inspections, as well as traffic and safety issues are also concerns that add to the cost and timeline of signage from concept to installation.

When working with a sign company, it is critical to remember that one of the priorities in a new sign system—aside from holding down costs—is the need for consistency.

The most important step in the success of any sign system is to work with a reputable sign company. They will have a better understanding of the current local building codes, traffic guidelines and material specifications than almost anyone. Working with a sign company, it is critical to remember that one of the priorities in a new sign system—aside from holding down costs—is the need for consistency. The sign system is part of the overall brand strategy and is easily the most visible component.

Changing To The New Signs

Due to the high costs of any major sign system, changing from old to new cannot be achieved overnight. As signs age or become obsolete they will be replaced with designs in the new system. The problem here is that for a number of years the existing old signs will be inconsistent with the new but that is an issue that cannot be resolved without a huge expenditure. Therefore, a phased-in approach will be the order of the day.

Sign Approval

Although a number of university personnel are resposible for establishing and maintaining sign systems, in order to comply with the university brand standards all new sign designs should have the approval of *The University Marketing Brand Standards Team.*

Exterior Signs

Exterior sign systems can range from large monument signs to small “keep off the grass” signs. The factors that should be considered in the design, manufacture and installation of these signs include necessity, use and durability.

First, is the sign really necessary? While this seems like an obvious question the last thing any campus landscape needs is a forest of signs. Can the use of any particular sign be combined with that of another? For example, a monument sign placed on a strategic street corner can not only identify the university property but can also serve as a direction sign with the addition of some extra lettering beneath the logo.

Durability is an issue due to the simple fact that signs are exposed to the weather and, in rare instances, vandals. It is better to spend extra money today to get the best sign possible than to spend it again and again replacing worn or damaged signs. Small details can impact the brand standards in negative ways. The sight of curling, dried up vinyl letters peeling from a sign is not in keeping with the brand.

Interior Signs And The ADA

Nothing has a greater impact on the design and use of interior signs than the Americans With Disabilities Act (ADA). The requirements of the ADA are spelled out in great detail at the government website: www.access-board.gov/. A good sign company can help to stay complient with the law but it is important that architects and interior designers are also aware of these regulations.

As interior spaces are changed with offices and classrooms being reassigned or retasked the need for the interior sign system to be modular and easy to alter and maintain is also important, both for cost and aesthetic reasons. It will be most cost effective in the long run if the interior signs of each building match the overall standard as this helps support the brand and provides an economy of scale.

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Exterior Sign Specifications

The following specifications are for the fabrication, painting of signs, graphics& installation of 4 (four) typical sign designs for the Embry-Riddle Aeronautical University.

Signs

1-3) Building identification / Directional, single faced or double faced signs face. Size and height vary from sign to sign and application for sign placement to be determined by ERAU.

4) Single faced Parking signs / Map display signs.

Fabrication

Signs 1, 2 & 3 to be all aluminum material with schedule #40 internal steel supports per engineering specifications. Main sign frame to be 3.125" x 6"/ 8" channel minimum wall .125. Corners 45 degree all seams welded (A).

Internal face mounting to be to 1" x 1" .125 angel, plug welded to main sign frame. Sign faces to be .125 sheet with 1" x 1 x.125 angel plug welded to back of sign face. Sign face should fit tight to sign frame, 1/8" tolerance total top & bottom of sign face. To have machine screws through (angel) sign face to sign frame sides, top & bottom of sign face (B). Reveals for signs should be maximum of 2" for 1 & 2. Sign face #3 to be .125 sheet painted and applied to sign frame with VHB 3M #4950 x 3⁄4" around entire sign face.

Note: single faced signs back to .090 sheet

Chevron cover(s) & Pylon cover(s) to be extruded 6" / 8" x.125 wall half round. Top(s) & Bottom of all components to be sealed with .125 plate welded. Internal bolt system for all components per specifications.

Chevrons to be 1" PVC, spacing to be 2"; to be internally fastened to chevron cover and mounted securely to sign frame.

Steel Support poles, plates & gussets: Steel to be minimum specification of schedule #40 3"x 3" square tube.

Steel plate to be 1⁄2" x 12" x12" with 4 each 1⁄2" steel gussets welded to pole & plate. Continuous weld all joints.

Note: "J" bolts to be 3⁄4" x 30" / 24" all to be minimum of 5" below finished grade of sign.

Paint

Preparation of sign frame, sign faces, pylon cover & chevron covers & chevrons as follows: Sand all surfaces with 150 grit, clean all surfaces after sanding, epoxy prime all components for paint. Sign frame, pylon covers, chevron covers to be Silver Metallic #43523 Nason Ful-Thane 2K Urethane. Sign faces paint to match PMS 2965 as closely as possible.

Chevrons are PMS 299C.

Graphics

Typeface: Optima Simi Bold.

All sign layouts to be approved by ERAU, prior to production. Preferred graphics to be 3M Scotchcal™ Film Series High Performance 220 / 225-10 Color/ White applied 1st surface to sign faces. Minimum manufactures warranty 7 years for vertical exterior exposure applications.

Footers

All footer(s) to be to depth, width & height as noted per signs diagrams 1, 2, 3&4. To be to Florida Building Codes 2001 Ed., with 2003 revisions, Chapter 16, Structural Loads or current Florida Building Codes at time of sign installation. All holes to be clean of debris, dry, securely covered and marked during interim of hole excavation and pouring of concrete. It is the sign company's responsibility to have clearance for all underground utilities prior to excavation of footer(s). Concrete to be 3000 PSI. "J" bolt system to be to NO LESS than diagram specifications per sign. #5 rebar welded cages directly to "J" bolt(s).

Reverse Channel Letters (Building ID):

Typeface: Optima Simi Bold

Sizing to be in direct per portion to available space; or to specifications supplied by ERAU Construction & Planning Department.

Non-Illuminated & Illuminated letters fabrication specifications: Faces to be .080 aluminum sheet, returns of letter to be .063 aluminum sheet, 3" (three inches) in depth. *Non- Illuminated Letters* to be mounted securely to structure to be flush mounted to structure. With no less that 1/4" (quarter inch diameter) stud, minimum penetration to be 2 1/2" (two and one half inches) into structure wall. Paint Color to be Duranodic Bronze or specified by ERAU Construction & Planning Department.

Illuminated Reverse Channel Letters to be illuminated with GE / TETRA® MAX low voltage LED(s). Letters to stand off structure wall maximum of 2 1/2" and no less than 1 1/2". All wiring to UL specifications for reverse channel letters.

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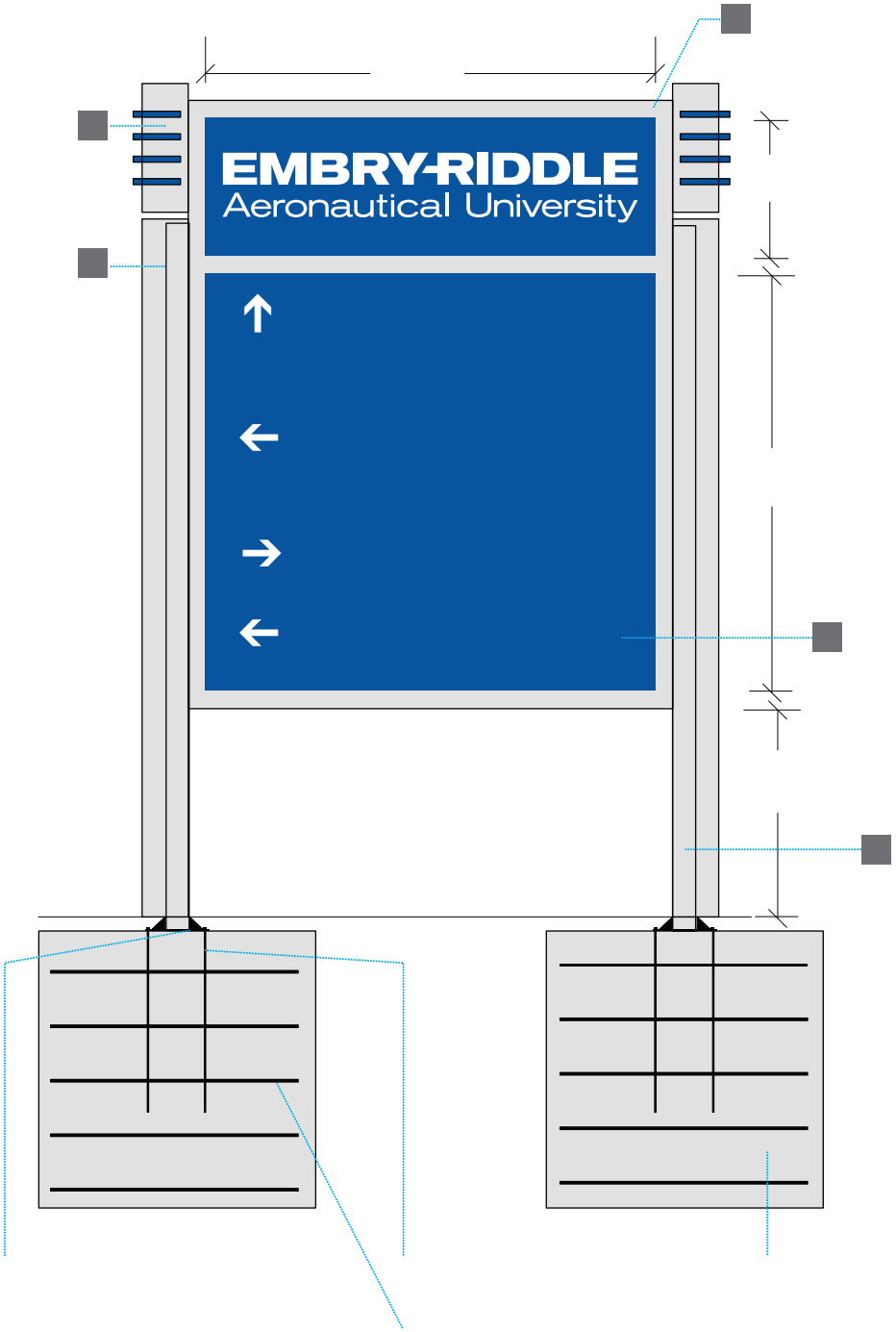

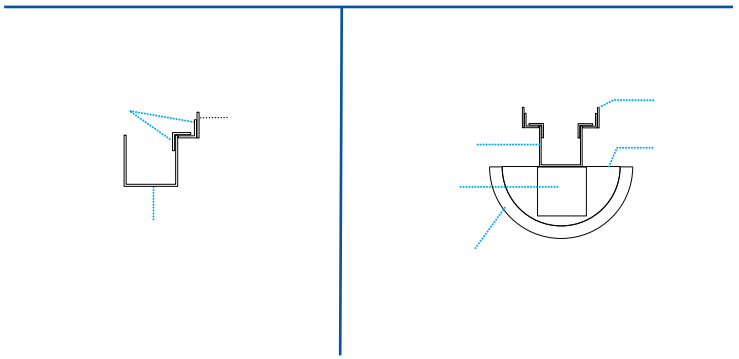

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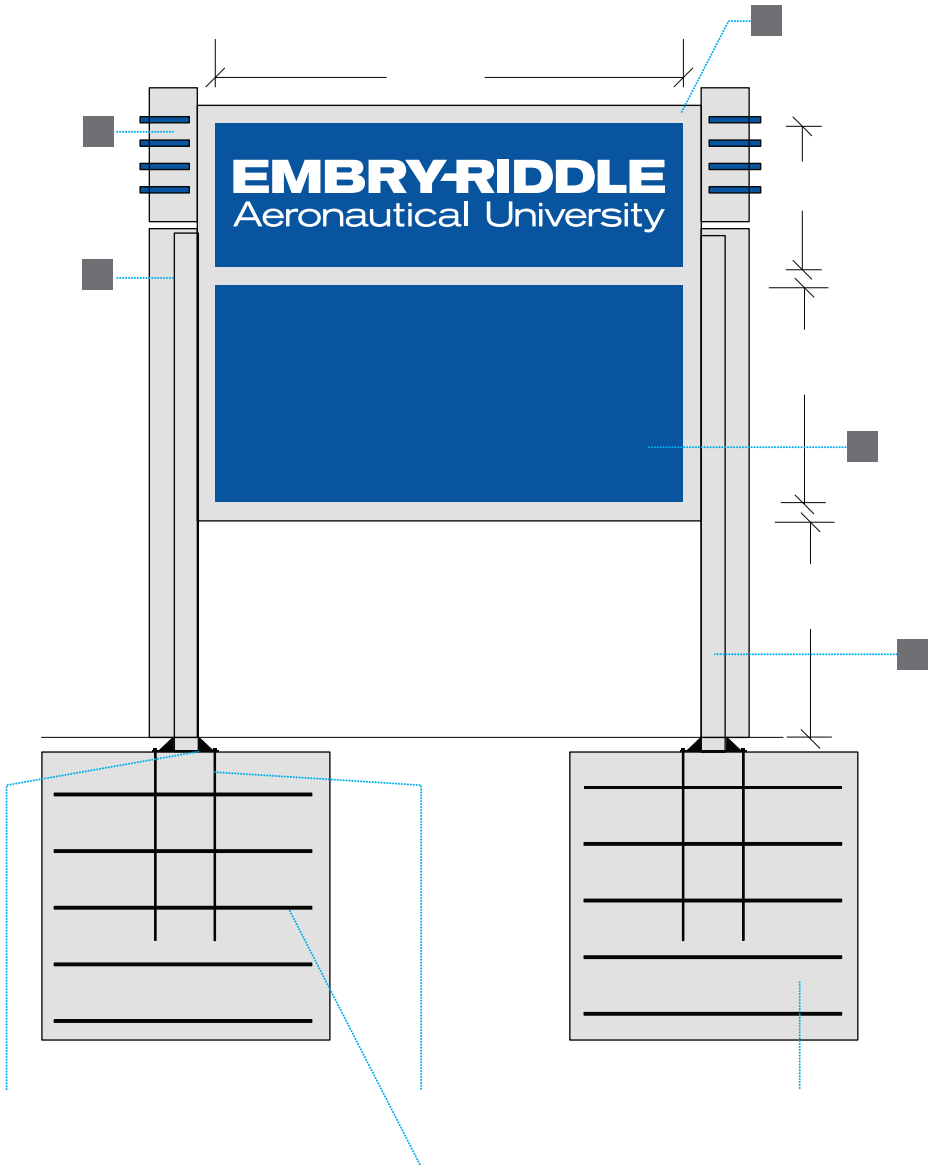

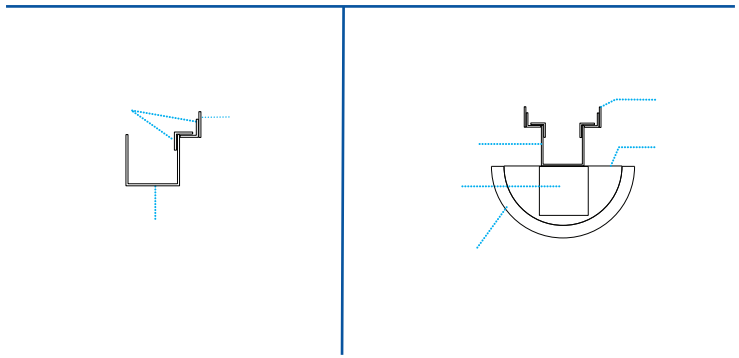

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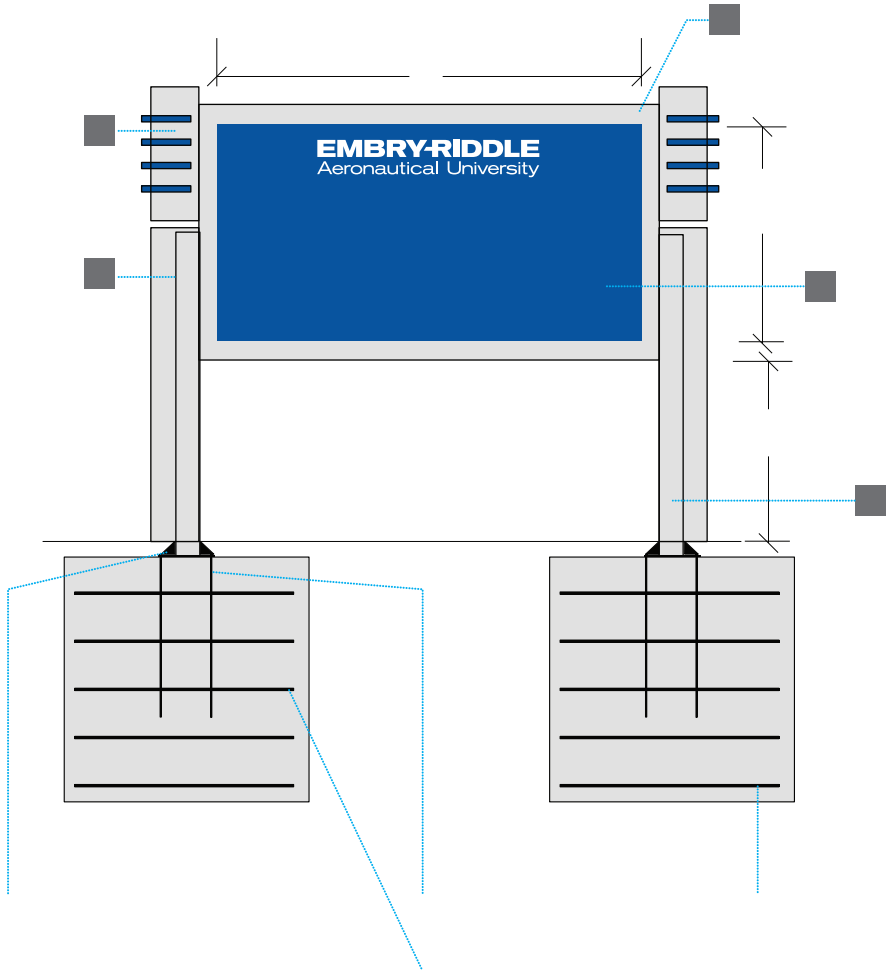

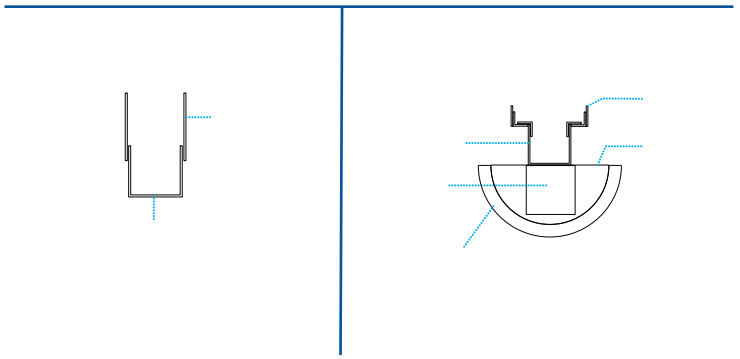

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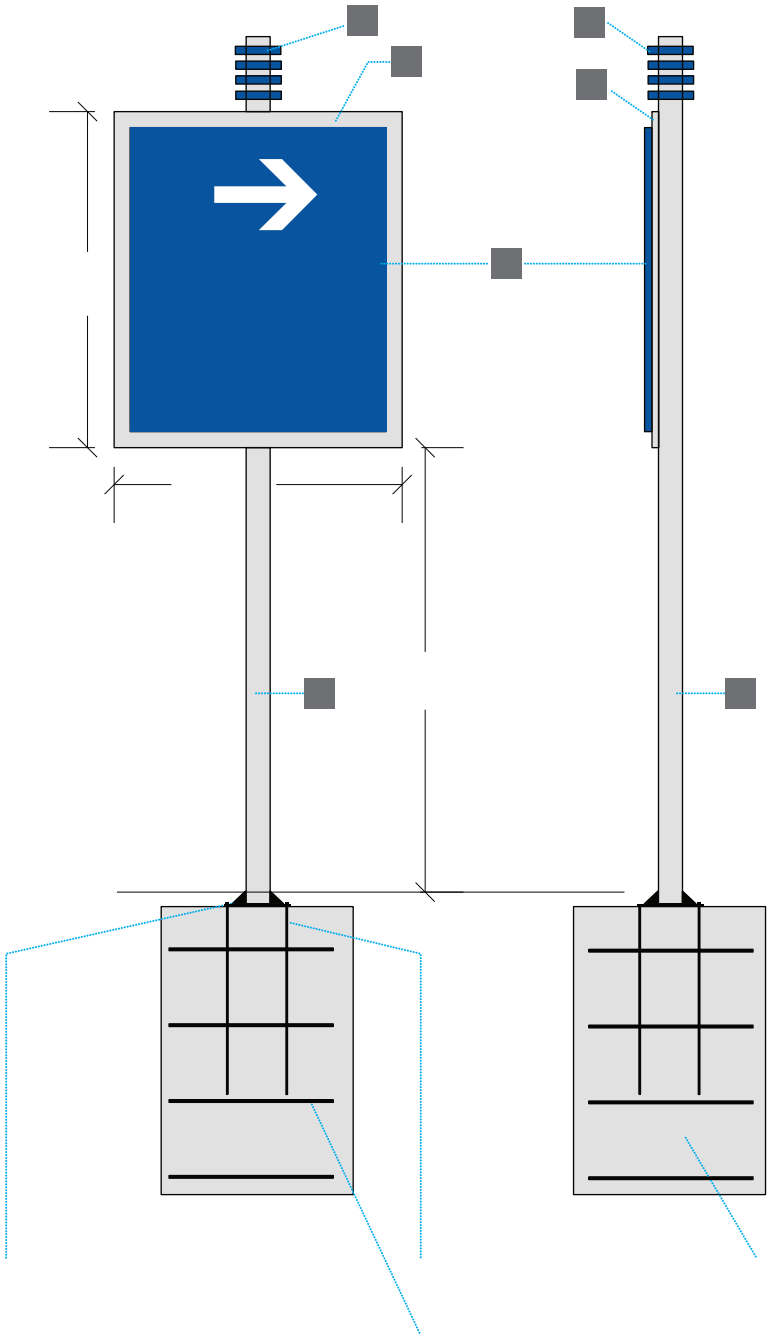

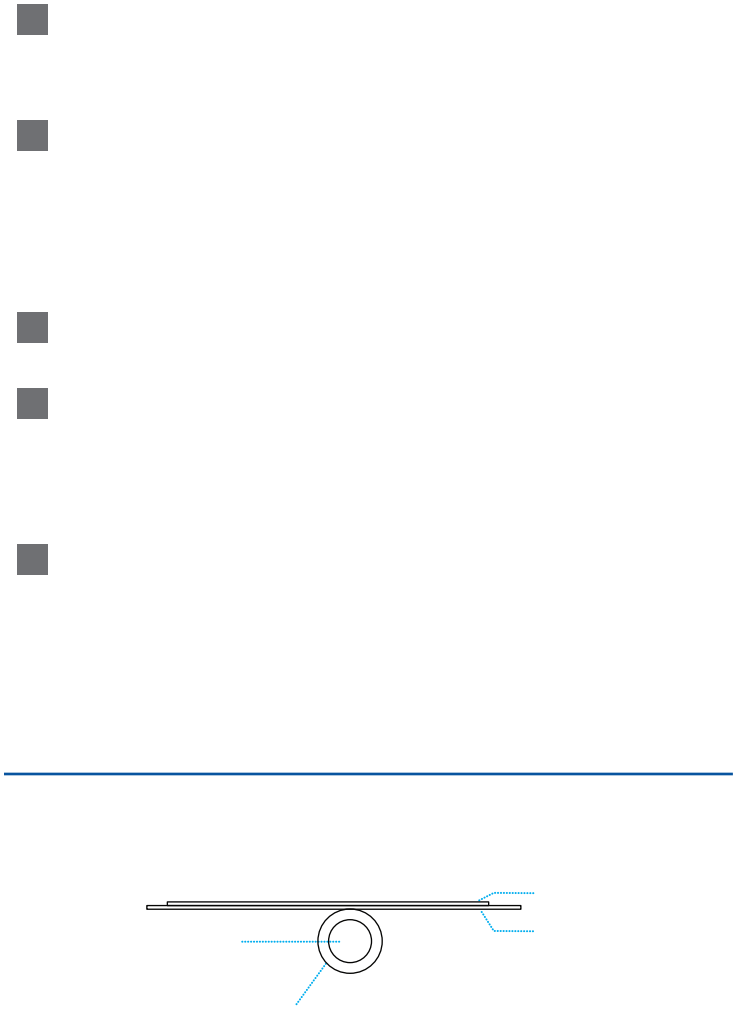

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8.1 Electronic Media

Guidelines for Electronic & Interactive Media

Introduction

Despite the fact that this brand standards manual has a number of specific guidelines for printed materials, it is electronic and interactive media that are rapidly becoming the most important methods for expanding the university's brand presence. Students, their parents and the press will usually look to the web first for information regarding the university. As a result, almost all printed communication is now created as support for this powerful venue.

Just as in the printed media sections, this guideline is designed to maintain the graphic standards regarding the use of the logo and other brand elements and not as a template for supplying creative ideas. However, a general rule of thumb concerning the content of web pages, television and radio spots is to always consider the integrity of the university—and its symbols—whenever a concept is developed. As these images and symbols cannot be distorted in print, it follows that the same restrictions apply to electronic media.

The Electronic Logo

The formal logo is to be used in all television, video and Internet concepts as the true identifying mark of the university. While other graphic elements such as the eagle icon may be used, there can be no mistaking any other such graphic element as the university's formal logo. The formal logo should be used as the "sign-off" image of any video or television commercial along with the tagline and URL information.

The Web Standards

The information presented on the following pages concerning *Embry-Riddle Aeronautical University's* presence on the web has been taken from its original web guidelines document. As this media changes to meet new technological advances, this document will be updated but at this time it serves as a strong standard for web design from both an aesthetic and technological standpoint. A number of decisions concerning web development have been made as a result of both the research and technical experience of the university's IT Web Content Services Team. In order to maintain consistency with the brand standards, as well as providing visitors to the university's site(s) with the best possible user experience, the importance of these detailed guidelines cannot be underestimated or overlooked.

Videos And Television Advertising

The sign-off end title of a video or television commercial is usually "branded" by the formal logo, tagline and URL information. The gradient banner can be used if the colors of the final frame are so varied that a white logo might not "read" as well as it does on a darker background. This is the only instance in which the logo is centered in the banner and can be used to hold the text information that follows. No other text should be used inside the banner. *The banner should not be used as a graphic or title area anywhere else in the production.*

Always make sure that the logo and text information are well within the video title safe area. If any banners are needed for titles elsewhere in the video use colors from the approved color palette.

A voice-over announcement can also be added as part of the soundtrack to repeat the tagline and URL information. See *Radio Advertising* (next) for the correct text for this sign-off message

All multimedia advertisements will end with the same tagline: the Embry-Riddle logo and the university homepage URL — embryriddle.edu.

Radio Advertising

It is not the purpose of this guideline to dictate any creative concepts for a radio campaign. However, in order to maintain a brand standard, all radio advertising should end with the same signoff.

The radio commercial should use the same voice over to make this signoff announcement and after it is recorded can be edited with any new advertisments.

The announcement should be simply:

Embry-Riddle Aeronautical University

Real education. Above all.

For more information visit: embryriddle.edu

Or, with the secondary tagline:

Embry-Riddle Aeronautical University

Leading the World in Aviation and Aerospace Education since 1926.

For more information visit: embryriddle.edu

Paid Keyword Search Campaigns & Landing Page Templates

To avoid confusion and thereby increase conversions on paid search campaigns, it is required that all paid search results direct prospects to a consistent and branded site that can be tracked specifically to each purchased keyword. A form template designed to maximize data capture and deliver a consistent look and experience is available for customization upon request. Contact the Office of Communication and Marketing for assistance.

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E-Mail Signature Guidelines

To ensure consistency, professionalism and to maintain high standards, the below examples of Embry-Riddle University email signatures have been created.

Introduction

To ensure consistency, professionalism and to maintain high standards, the below examples of Embry-Riddle University email signatures have been created. These email signature guidelines are now available in our Brand Services manual 7v8 and also online at: http:## in our AAPMS.

See the Communications and Marketing page on Ernie for a link to the IT **"how to create email signatures in Outlook"..**

Basic rules for Embry-Riddle University email signatures:

1. No Email Backgrounds - Backgrounds are not only unprofessional, they also make the email message very hard to read.
2. Social Media Icons - You have the option of using social media icons. To add Social Icons to Email Signature, the site must be an official ERAU page, must follow APPM 11.6 in ERNIE and must be listed in the Social Media Directory. For blogs not listed in the Social Media Directory, the sites must fulfill the other two mentioned criteria. You can download these icons on the Communications and Marketing page in Ernie. Icons must be linked to the ERAU business only sites. Maximum of 6 icons can be used.
3. The Embry-Riddle University logo is required on email signatures (exception is the athletics department - see #3 & #4). The logo must link to the appropriate Embry-Riddle Web site.

Note: You can use a specific Embry-Riddle Campus logo in lieu of the University logo but it is recomended that everyone use the same University logo regardless of campus.

4. Athletics faculty and staff may use the appropriate campus athletic logo instead of the university logo. See below for these styles.
5. Web link - One optional link is allowed the is department specific AND business related. (An example from Human Resources: "2012 Great Colleges to Work For" linking to the Chronicle of Higher Learning web site.)

Option one - simple email signature

MANDATORY My Name
MANDATORY My Title
MANDATORY My Department, (location: **Daytona, Prescott, Worldwide**)
MANDATORY Embry-Riddle Aeronautical University
MANDATORY City, State
MANDATORY Office: (000) XXX-XXXX
OPTIONAL email: myname@erau.edu

UNIVERSITY LOGO links to URL

EMBRY-RIDDLE Aeronautical University. FLORIDA | ARIZONA | WORLDWIDE

Option two - email signature

MANDATORY My Name
MANDATORY My Title
MANDATORY My Department, (location: **Daytona, Prescott, Worldwide**)
MANDATORY Embry-Riddle Aeronautical University
MANDATORY City, State
MANDATORY Office: (000) XXX-XXXX
OPTIONAL email: myname@erau.edu

UNIVERSITY LOGO links to URL

EMBRY-RIDDLE Aeronautical University. FLORIDA | ARIZONA | WORLDWIDE

OPTIONAL one or any/all link to each site)

OPTIONAL LINK Dept. specific/ Business Related *"Department specific/business related link can go here"*

Option three - Daytona Athletics Department faculty and staff only.

MANDATORY My Name
MANDATORY My Title
MANDATORY Athletics Department, Daytona Beach
MANDATORY Embry-Riddle Aeronautical University
MANDATORY City, State
MANDATORY Office: (000) XXX-XXXX
OPTIONAL email: myname@erau.edu

DAYTONA ATHLETIC LOGO links to URL

Eagles EMBRY-RIDDLE ATHLETICS™

OPTIONAL one or any/all link to each site)

OPTIONAL LINK Dept. specific/ Business Related *Department specific/business related link can go here"*

Option four - Prescott Athletics Department faculty and staff only.

MANDATORY My Name
MANDATORY My Title
MANDATORY Athletics Department, Prescott
MANDATORY Embry-Riddle Aeronautical University
MANDATORY City, State
MANDATORY Office: (000) XXX-XXXX
OPTIONAL email: myname@erau.edu

PRESCOTT ATHLETIC LOGO links to URL

EMBRY-RIDDLE ARIZONA

OPTIONAL one or any/all link to each site)

OPTIONAL LINK Dept. specific/ Business Related *Department specific/business related link can go here"*

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Web Standards

Introduction

Embry-Riddle's web standards are intended to ensure consistency of branding, message and usability to ensure a positive, professional perception of the university for our visitors. These standards and polices apply to official university sites and pages.

Official sites are those that intend to speak for the university and its colleges, departments, and programs. Personal faculty sites, student organizations and course materials are examples of sites that are not considered official and to which these policies do not apply. Consistency is important to the university site for many reasons. It ensures that visitors to the site are readily able to identify an official Embry-Riddle site and are not confused by transitions to sites that function and look completely different from one another. It makes the site easier to understand and navigate, providing visitors with the information required with minimal frustration.

However, these standards are intended to take into consideration the desire of departments to have some unique characteristics while still maintaining a cohesive, usable overall site.

Accessibility

Embry-Riddle makes all efforts to adhere to *Section 508 of the Rehabilitation Act of 1973*. This will help ensure that our site will be readable by visitors with disabilities.

Canon Documents

Information that is owned and maintained by another department or organization should not be repeated in sections of other sites. Links to the official information should instead be provided. For example, financial aid information is maintained by the financial aid departments, drop/add information is maintained by the registrar.

Content

All information published on the sites should be current, accurate and adhere to all university policies and applicable laws and regulations. Each content owner is responsible for ensuring their content meets these standards.

Copyright

All sites must adhere to all applicable copyright laws and policies. This includes photos, graphics, music, text, and other protected content. Releases for copyrighted items are expected to be obtained and filed as required.

Domain Names

All official university sites must utilize the university domain (www.embryriddle.edu) or an approved subdomain of the same. Library.erau.edu and Prescott.embryriddle.edu are examples of acceptable, approved names. No unofficial names are to be used in advertising, either online or print, without express approval of Information Technology/ University Marketing.

Hosting

All official university sites and pages must be hosted on Information Technology (IT) managed systems and use the official university domain name ending in "embryriddle.edu" or "erau.edu."

Privacy

All information published should adhere to all applicable privacy laws and regulations, including. but not limited to, the Federal Educational Rights Protection Act (FERPA.)

Security

No site should request or require any personal information including, but not limited to, Social Security number, credit card or bank account numbers, and/or passwords unless previously approved by Information Technology. IT will work with appropriate departments as needed to ensure that any requirements to collect this information are handled in a secure manner to ensure that privacy and other laws are upheld.

Commercial Advertising

- Official pages may not link to commercial sites that advertise/sell products or services, and may not accept sponsorship from commercial entities in exchange for advertising and/or links to commercial sites.
- Links to commercial sites are permitted if the University has a contractual relationship with the business.
- Links to articles posted on reputable news sources in which the university is mentioned are permitted.
- Specific exceptions may be permitted if the links support the university's missions and/or provide an essential service to the community.
- All links on department pages are subject to review by Information Technology/University Marketing.
- Footers and/or links that credit a designer or agency are not permitted. For example, "Site created by…"

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Web Standards (continued)

Required Elements

These elements are the minimums required by the university of all official websites. Each subsite may add additional elements to be required of all its successive sites, but these subsite requirements may only be more restrictive and may not be less than those listed below. For example, a campus may require all of its affiliated department and schools' sites to have an additional element or required layout above and beyond the elements listed below.

University Logo And Home Page Link

- Each official University page is required to have one of the approved official University logos (see Section 1) located in the upper left of the page. The logo must be linked to www.embryriddle.edu.
- The logos should not be cropped, resized, or manipulated in any way. If you need a special logo for a particular purpose please contact The University Marketing Brand Standards Team at the Office of Communications & Marketing.
- Use of a departmental logo or alternate brand identifier does not preclude the requirement for the formal university logo.

Calls To Action

- Each page should include in the header or some other location "above the fold" the calls to action. These calls include "Apply Now," "Request Info," and "Visit."
- At the university level, these links should go to the noncampus-specific landing pages.
- At the campus level and below, these links may go to the campus-specific application, request info, and tour scheduling pages as appropriate.
- Exceptions to these calls to actions may be made where appropriate, for example "Visit" for Worldwide campus sites. Exceptions must be approved by Information Technology/University Marketing.

Department Identifiers/Images

- Department identifiers, images, and seals are permitted and encouraged for use as appropriate on official sites and pages. The image should be professionally created; clip-art style logos are not appropriate.
- All images to be used must be approved by University Marketing.
- There are three locations provided for the use of these images, any two of which may be used concurrently. Images must be sized to fit in the space allotted and should be consistent across related pages. These images are meant to differentiate and identify these pages as belonging to a particular department, topic, or category. (See Figure 1, Next Page.)
- Option One: Banner is designed for images such as montage style, masthead, or other horizontal page top type images and should not contain any navigational elements. It may contain text to identify this category, department, or topic. (See Figures 2–4, Next Page.)
- Option Two: May be a related image or some sort of identifier and should not contain any navigational elements. (See Figure 4, Next Page.)
- Option Three: Intended to be used for a seal, or other small image. It must be appropriately masked to allow it to blend in with the background without unclean edges. (See Figure 5, Next Page.)

Footer

- The footer should include a copyright notice (©20XX Embry-Riddle Aeronautical University—where "XX" equals the current year) and a link to the associated campus home page or university home page if university-level information is contained on the page.
- The footer should include the name of the department, program, college, etc., mailing address, telephone numbers including area code, and email addresses.
- Alternatively the name of the department and a link to a "Contact Us" page with the above information is also acceptable.

Navigation

- Pages must include a common global navigation element for the affiliated campus-level site. This element is to be determined by the respective campuses in consultation with Information Technology/University Marketing. For example, the Daytona Beach housing site should include the global navigation element for the Daytona Beach campus.
- Sites at the same organizational level, for example Colleges, should have local navigation elements that are substantially similar to the other sites at their level. This should include naming of items and ordering. This will ensure that our visitors are not confused by differences in naming such as calling them "degrees" in one college and "programs" in another.
- Use of fly-out navigation (where a list of submenu choices appears when mousing over a navigation button) is strongly discouraged as many usability tests have shown it to be extremely frustrating and difficult for visitors to use.

Title Tags

Title tags establish the informational text that is displayed in browser status bars and bookmarks, and are used by search engines to determine where in the search results list the page should appear. The placement of informative and accurate title tags are critical.

- Title tags should begin with the most specific information and should accurately describe the content on that page. For example—"BS in Engineering Program Requirements—Embry-Riddle"
- Title tags in most cases should be different for each page within a site.

Search Bar

- Each page should include the University search box and function, unless the purpose of the page is to provide specific search functionality (People Search, etc.) in order to prevent confusion.
- The search should have the option to search all university websites or only the campus the site is designated for if campus specific.

Colors

The website should only use colors that have been approved for use by this brand standard guidline. See *Section 4, Color Standards* for more detail. Limit the number of colors and be consistent. The secondary colors can be used as markers and tab identifiers.

Browser Support

Embry-Riddle websites are required to support Internet Explorer version 6 or greater, Mozilla/Firefox version 2 or greater, and Safari version 2 or greater.

Contact info:

Informational Technology
webteam@erau.edu

University Marketing
brandservices@erau.edu

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Web Examples

The examples shown here depict department identifiers with images and seals integrated into the designs. Figure 1 shows the location and size of these identifiers.

Figure 1

Figure 2 – Using Options 1

Figure 3 – Using Options 1

Figure 4 – Using Options 1 & 2

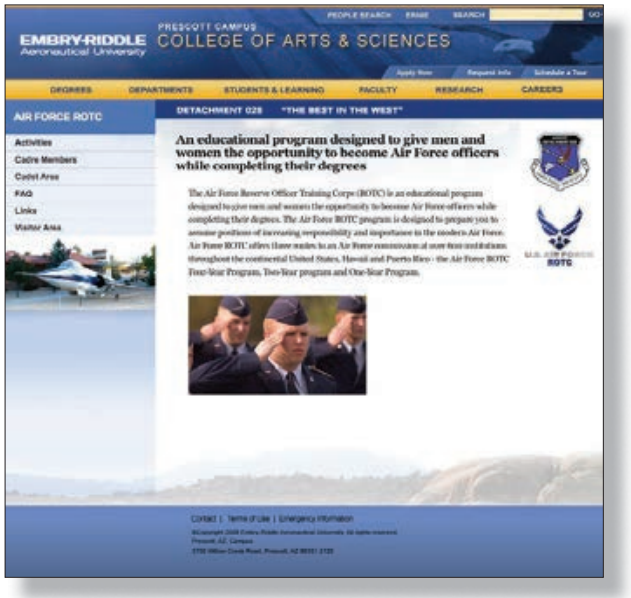
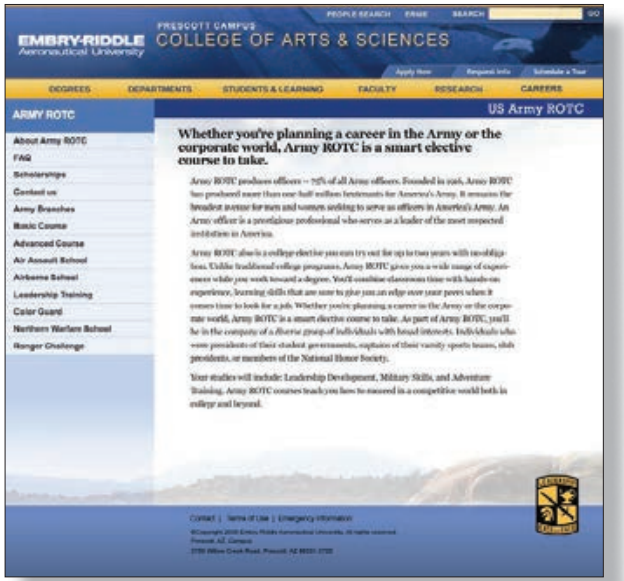

EMBRY-RIDDLE Aeronautical University
PRESCOTT CAMPUS
COLLEGE OF ARTS & SCIENCES
AIR FORCE ROTC
An educational program designed to give men and women the opportunity to become Air Force officers while completing their degrees

Figure 5 – Using Options 1 & 3


EMBRY-RIDDLE Aeronautical University
PRESCOTT CAMPUS
COLLEGE OF ARTS & SCIENCES
ARMY ROTC
US Army ROTC
Whether you're planning a career in the Army or the corporate world, Army ROTC is a smart elective course to take.

Examples Only. Illustrations Not To Scale.

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Web Standards (continued)

Accessibility Recommendations

Many visually impaired users rely on text-reading devices to make content available to them via audio. So use language that is as simple and clear as possible and provide text equivalents to all nontext content.

- Provide a description of all content images, sound files, applets, etc. in an ALT attribute. The ALT attribute allows you to convey to all users the content and meaning of your page. For example:<img src="picture.jpg" ALT="Hunt Library">. Interface or decorative images should have an empty attribute ALT= " ".
- If your non-text content is dynamic, make sure that equivalents change with the nontext elements.
- If your page cannot contain text equivalents within it, consider creating a parallel text-only version of the page as a last resort.
- Make sure that text and graphics make sense without color. People who cannot differentiate between colors or who are using devices with non-color or non-visual displays will not receive or understand information that relies on color for its meaning.
- Within the content of a page it is customary to underline links. In the navigation area of a page, it is acceptable to use a clear, consistent, non-underlined link format such as a specific and distinct font, style, and size.
- Frames are not universally accessible. Don't use frames. The content of frames may not be searchable by search engines.
- Avoid using server-side image maps. Navigation of pages using server-side image maps require a mouse, which renders the page inaccessible to most visually impaired users.
- If using a server-side image map, consider providing a link to an alternate text version or summary. Client-side image maps are accessible because the information is stored locally and can be linked using a text reader.
- Use descriptive links. Instead of denoting a link with the words "Click here" or similar phrase, be descriptive when providing links; for example: "further information from the W3C on Web accessibility." Consider allowing such links to stand on their own line or provide an ordered or unordered list of links in HTML.
- Use semantically correct headings and lists to organize your page and reinforce consistent page structure.
- Use mark-up language (<h1> for example) rather than images, visual cues, fonts, or sizes alone, to define the structure of your page. Avoid <font size= " ">.
- Organize documents so they may be read without style sheets.

Page Standards

Sites should use professionally created designs; several templates are available for use. If you would like to make alterations or need something beyond these templates, contact the IT Web Content services team for assistance.

- Pages should make use of cascading style sheets (CSS) for formatting, layout and styling. This provides numerous benefits, including, ease of updating the design in the future, faster page load, and better search-engine optimization.
- Pages should use valid HTML/XHTML markup. Markup must validate using one of the available markup validation tools.
- Pages should be consistent in the use of fonts, colors, and the like. The preferred font list is {Arial} for sans serif text {Georgia, Times} for serif text.
- Font sizes should not be smaller than an equivalent of 12px.
- Pages should not use design elements that are known to be distracting or annoying to visitors, such as unsolicited audio, animated images, flashing text, scrolling message bars and the like. These items not only make sites appear unprofessional, but also provide significant accessibility and usability challenges.

Content Do's & Don'ts

- DO omit extraneous words. Many studies have shown that web visitors do not read pages, they scan.
- DO categorize information in a manner that makes sense for our visitors, not necessarily by departmental hierarchy. Our visitors are not familiar, nor need to be, with our organizational structure.
- DO provide relevant in-line linking to other pages and information.
- DO make use of lists, subheadings, paragraphs, and other elements to facilitate scanning. White space is important because it greatly enhances scanning; large blocks of text will send visitors elsewhere.
- DO lead with the most important information and follow with supporting information, providing links to more in-depth information.
- DO create links that describe what will be found; for example, "information on widgets".
- DON'T expect your visitors will read everything on the page.
- DON'T put everything on one page.
- DON'T create links that say "Click Here" or similar.

Technical Standards

Cascading Style Sheets should be used for styling elements including fonts, layouts, tables, headings and the like. Style sheets improve the performance of the sites as well as ensure consistency of display across all pages. Additionally the use of style sheets allows for rapid global changes in elements to occur without editing each page.

Fonts to be used are Arial for sans serif text and Georgia or Times for serif text. Font sizes should not be specified in points, but should be specified as a relational size such as ems or %. This allows visitors to resize fonts proportionally if they so choose for readability regardless of the browser used. No font should be smaller than a relative equivalent size of 12px. (.75em when the base size is unchanged.) <FONT> tags are presentational and depreciated and are not to be used.

Graphics and Images used on the site should be sized and compressed appropriately for use on the site. Photographs copied from cameras will always need adjustment prior to posting on the site. GIFs and JPGs are each appropriate formats; GIFs are better for graphics with solid colors and/or that require transparency, whereas JPGs are better for photographs. As a general rule of thumb, most images should not exceed 30 kilobytes in size.

Headings: Each page should contain one and only one <H1> tag containing the descriptive major heading of the page. It should be noted that this heading is weighted by most search engines as being of higher importance when determining keyword results. Therefore, care should be taken to ensure that a proper, descriptive heading is selected. Additional headers should utilize <H2> - <H6> as appropriate in a hierarchal structure. That is each sub section of a page should be introduced with <H2> and each sub subsection with an <H3> etc.

Tables should only be used for tabular data, never for layout or positioning purposes.

PDF & Microsoft Word Documents

Adobe Acrobat (.pdf) and *Microsoft Word (.doc)* documents are not preferred for posting information as they require downloading the information and loading a reader program. Instead, information should be converted to a traditional web page whenever possible. PDFs are appropriate for use when the information is intended to be printed and formatting/layout is critical, such as application forms. In all cases, PDF should be preferred as the format to be used over Word documents.

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9.1 Collateral Materials

Applying The Standard To Collateral Material

A brand standard is more than applying the logo to a letterhead and business card. Anything and everything that is designed, manufactured, installed or printed for use or sale by the university is an extension of its brand value.

A number of items that are directly impacted by the brand standard are designed, manufactured and sometimes sold bearing the university name. These items must comply with the brand standards.

The simpliest rule to remember is that the formal logo may not be changed, altered or redesigned in any way to fit the limitations of the manufacture of any collateral materials.

There are a great number of possible designs and decorations that can be used on these various items but the formal logo may not be altered to fit the overall design. Nor can the formal logo be incorporated into any design in which other elements can be made to appear as part of the formal logo. In a number of the examples shown on the next few pages, the formal logo is printed on one side while other informal artwork is applied to the opposite side. This is usually the best solution. No one should ever be confused that a non-brand complient design on the front of a t-shirt is the actual university logo.

The Limitations Of Manufacture

Most of the collateral material design examples shown on these pages are produced either with embroidery, engraving or printing with silk screen. With the possible exception of engraving, none of these processes is capable of achieving fine detail. The formal logo should always be presented in a large enough scale to overcome these limitations.

Flexibility In The Standards

The design of collateral materials can be as creative as possible thus allowing for great flexibility in the graphic standard. But each design must be seen—and preceived by a viewer—as an illutration or concept not as the formal logo of the university. Beyond that, imagination is the only limit.

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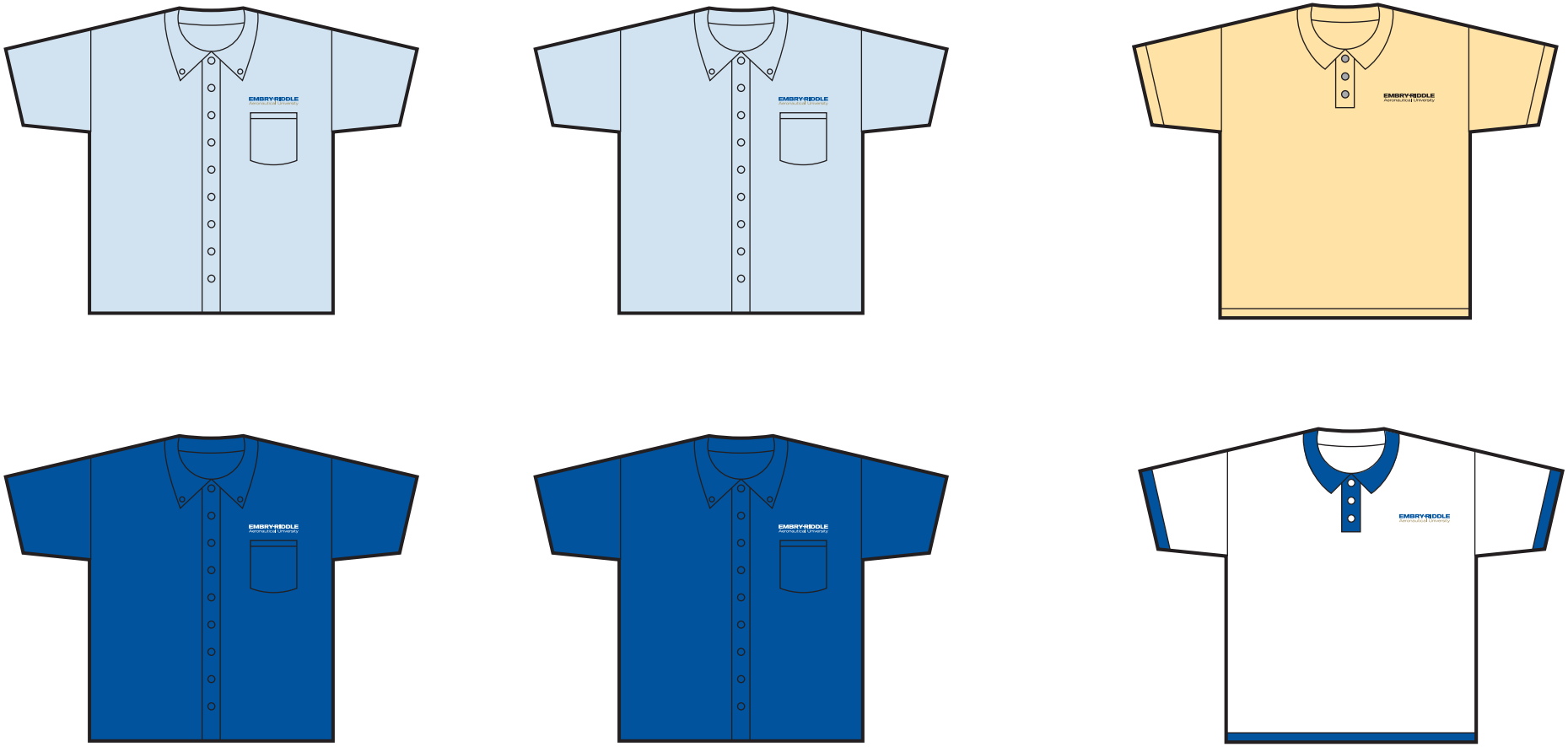

Examples Only. Illustrations Not To Scale.

9.3 Embroidered Shirts

While most of the t-shirts, jackets and other apparel will have artwork and logos printed on them, some of the clothing will be embroidered. Embroidery requires the creation of a "stitch tape" which is used to consistently recreate the art in colored thread. There are limitations to this process which require that the artwork, in this case the formal logo, to be prepared at a size that will enable the stitch tape and the final embroidery to reproduce it. On the designs shown here the logo is set at a minimum width of three (3) inches so as to not lose detail in the lettering. A special version of the logo in which the letterspacing of the logotype has been increased is available from *The University Marketing Brand Standards Team*. It is only for embroidery stitch tapes. It must not be used for any other purpose.

For stitching on white or very light blue, the logo is presented in blue and gold. On any other color the logo must be shown in one color—either blue, black or gold on lighter colors apparel with white used on dark clothing.

The locator line is not included in this design because the small type cannot be reproduced in embroidery.

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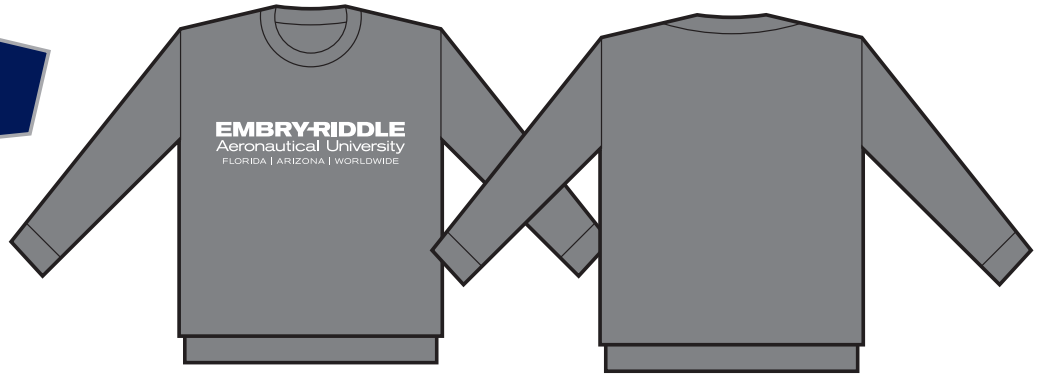
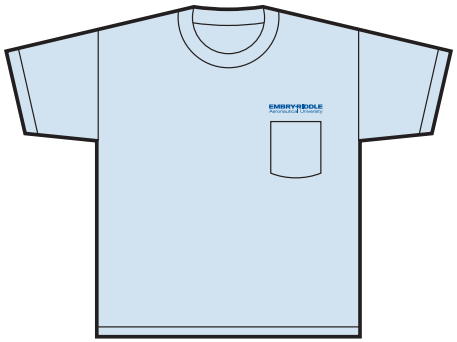
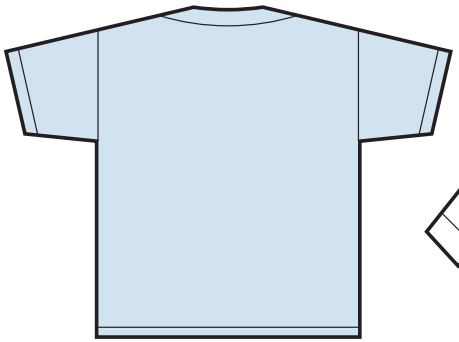
Pocket T-Shirt



Sweat Shirt





Pocket T-Shirt

Wind Breaker

"Flight" Jacket

Examples Only. Illustrations Not To Scale.

9.4 T-Shirts, Sweat Shirts & Jackets

Casual shirts, t-shirts, sweat shirts and jackets are usually printed, not embroidered. The leather jacket may have the logo sewn on as an embroidered patch but most of these items are printed via the silkscreen process. The formal logo appears on the front of the item but a secondary message or design may be printed on the back.

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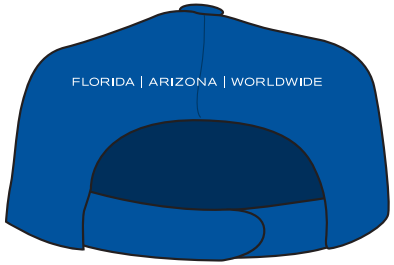

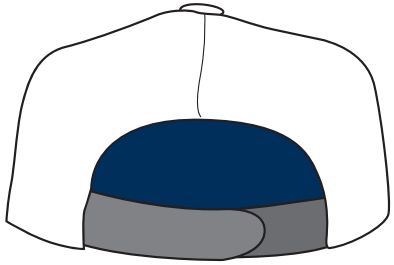

Examples Only. Illustrations Not To Scale.

9.5 Baseball Caps & Pennants

There is perhaps no greater platform for distorting type into almost impossible shapes then the humble university pennant. It is unacceptable to distort the formal logo. It can never be altered, distorted or treated as an illustration or design element. It cannot be distorted to fit the shape of the penant

Pennants are almost always printed on heavy cloth material that does not allow for great detail so any artwork or design must be planned accordingly, especially any design featuring the formal logo.

Baseball caps can be printed or embroidered. The printed versions can feature the locator line if the design is large enough to meet the correct size standard set forth in Section 1. The embroidered designs will not feature the locator line due to the limitations of the process.

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Cups, Glassware & "Koozies"

Examples Only. Illustrations Not To Scale.

- Note that on all designs the formal logo is printed on the opposite side of any other artwork.
- The formal logo may be used by itself.

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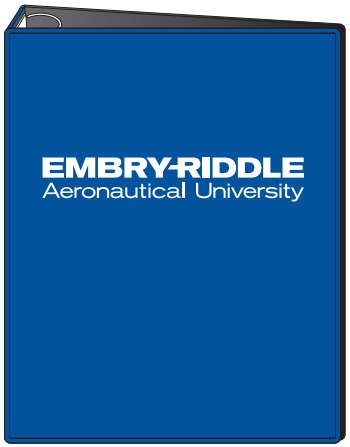
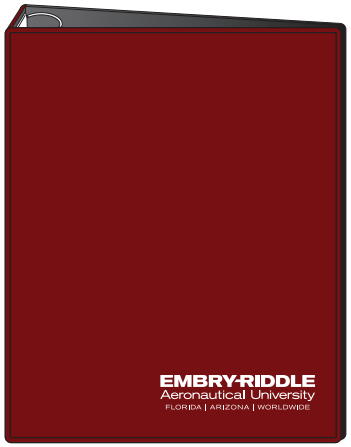
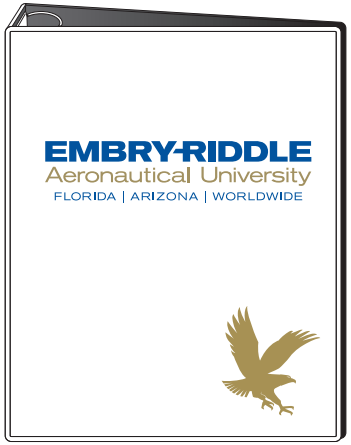
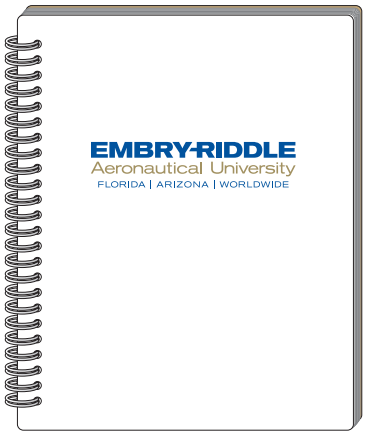
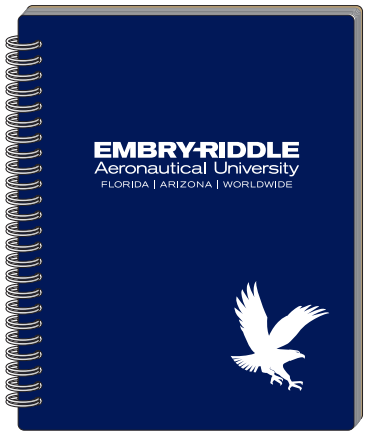






Leather Keychain With Medallion





Engraved Lapel Pins

Examples Only. Illustrations Not To Scale.

9.7 Notebooks, Pens, Keychains & Lapel Pins

Due to the limitations of the size of the art, its print area and the printing method used, a pen or pencil design is one of the only times in which the formal logo may be used without the descriptor line. This can only be done under special cirumstances and must be approved by *The University Marketing Brand Standards Team.*

If there are any questions regarding the correct standard and treatment of the University logo in designing and printing apparel and/or collateral material, contact The University Marketing Brand Standards Team.

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Official University Flags

Examples Only. Illustrations Not To Scale.

Official university flags can only feature the formal logo. Flags for other purposes must follow the standards established in Section 9, Collateral Materials.

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A Glossary

Glossary Of Terms

These definitions are generalizations of far more complex terms. For more information there are books and websites available covering a variety of issues such as color, color management, typography, printing and other graphic information.

Ascender
In typography, the vertical portion of a lowercase letter that extends above the main body (x-height) of the letter.

Baseline
In typography, an invisible, horizontal line upon which the main body of a line of text rests.

Bit-mapped Image (BMP, .bmp)
A rasterized image that is pure black and white and has no color or grayscale information. Common in PC environments it can also be read on an Apple Macintosh which makes it transferable between operating systems. This is really a misuse of the term as all rasterized images are essentially bit-mapped.

Centered Text
In typography, to use the center point of the column to determine the placement of the text. Centered text is often ragged right and left.

Coated Paper
Paper that has been manufactured with coatings of clay or other materials to give it a smooth, glossy or matte surface for quality print production. Usually sold in grades of quality starting at No. 1 as the premium sheet in the line.

CMYK
Initials for cyan, magenta, yellow and black, the primary ink colors of four-color process printing. The "k" is used for black so as not to confuse it with the "b" for blue in RGB color definitions.

Continuous-Tone
The expression of a color or gradient in which there is a smooth transition from color to color or tint to tint. Non-digital images or digital images shown on a monitor or printed on film-recorders or dye-sublimation printers can be considered continuous tone. Images printed using ink must be rendered as "halftones" as printing ink cannot represent continuous-tone.

Descender
In typography, the portion of a lowercase letter that extends below the main body of the letter as it rests on the baseline.

EPS (.eps), Encapsulated Postscript
A file format for a digital image developed by Adobe, the creators of the Postscript page markup language. The file is comprised of five parts: separate "channels" for each of the four-color process colors and a fifth channel with a low resolution RGB proxy for displaying the file on a computer monitor. To print correctly this file format requires a Postscript enabled printer.

Flush Left, Flush Right Text
In typography, to align the beginning of each line in a paragraph on the left or right sides of the column.

Foil, Foil Emboss, Foil Stamping
A dry (no ink) printing process that uses a cast die and heat to apply a thin layer of metallic or colored foil to paper or other substrates. The die can be multilevel to emboss the foil stamped area .

Font
Refers to a member of a typeface family such as Helvetica Bold. "Typeface" refers to the collection of similar fonts in a type family, such as Helvetica.

Four-Color Process
Four specific colors of printing ink (see "CMYK") applied to a substrate in a way that "tricks" the viewer into seeing a multitude of other colors. This is done by arranging halftone dots in combinations that "mix" the four colors in the viewer's eye and brain.

GIF (.gif), Graphic Interchange Format
A rasterized image format used almost exclusively on the Internet due to the manner in which its color information is saved. It is not used for high-end printing although it can be printed, albeit badly, on an inkjet printer.

Glyph
In typography, this usually refers to a hieroglyphic or graphic symbol but it is sometimes used to describe a special letter character, such as a vowel with an accent mark.

Halftone, Halftone Dot, Halftone Screen
In printing, as ink cannot be made lighter or darker on press, halftone refers to the use of dots of ink of various sizes arranged in a grid (a screen) that when printed represent a change in color intensity. Larger dots will make the color appear darker as more paper is covered; smaller dots will make the color appear lighter as more paper shows through. These screens are measured as "lines per inch" (lpi) by counting the number of dots in a linear inch. A "100 line screen" would be 100 halftone dots per inch.

JPEG (.jpg)
This refers to a compression format for rasterized images. Created by the Joint Photographic Experts Group (JPEG) it uses an algorithm that averages similar contiguous colors. It is a "lossy" format in that color information is lost from an image file when it is compressed using JPEG. This format is used for image display on the Internet or where space (file size) is at a premium. JPEGs can be used to compress image files representing Grayscale, RGB or CMYK color spaces. Due to the "lossy" nature of the format, it is generally inadvisable to make a JPEG of a JPEG. This would be similar to making a photocopy of a photocopy.

Justified Text, Justified Paragraphs
In typography, this refers to a paragraph that has both the left and right side of its column width in precise vertical alignment. Usually used in formal situations or book text.

Kern, Kerning, Kerning Pairs
Refers to moving two letters closer together in a line of text (not farther apart – see "letter spacing"). Historically, the term is properly used when referring to a period in typography when letter forms where made of cast metal. Then kerning was the act of cutting or shaving metal from the side of a letter "slug" so that it would fit closer to its neighbor. In type design there are certain combinations of letters that commonly need a tighter fit in order to look optically correct. These are called "kerning pairs" and in digital typography are usually written into the font's software code.

Letter Spacing
In typography, moving individual letters closer together or farther apart. In the digital media this is sometimes referred to as "negative and positive tracking", although this function also includes word spacing. This spacing is usually done in small fractions of an "em", the width of the letter "m" being used as a base measurement per font.

Logo
Iconic symbol used to mark or "brand" any company or organization's printed materials, signs, environmental graphics, websites, etc.

Offset-Lithography
High-end printing of ink from plates to paper on commercial printing presses. Offset refers to the fact that the plate does not directly print the ink onto the paper but "offsets" to a rubber blanket which in turn passes the ink to the paper.

Orphan
When the first line of a new paragraph is set by itself at the bottom of a column or page.

Pantone Matching System (PMS)
One of several printing ink color systems—and the most well-known—used for accurately mixing spot colors. A mixture in specific quantities of base colors are used to create a PMS spot color, much like mixing paint in a hardware store. PMS colors can only be artificially represented on computer monitors and various desktop printers in either RGB or CMYK. Most PMS colors cannot be adequately represented in these environments. Their use in printing is actually to extend the range of print colors beyond those available in CMYK.

PDF (.pdf), Portable Document Format
A system for reducing the file size of a larger image or application file – without altering the original – while also enabling the image to be read on all computer platforms. Due to their reduced size high-resolution PDFs have generally replaced Postscript files as the standard format for delivering ads to print publications.

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Glossary Of Terms

(Continued)

PNG (.png), Portable Network Graphic
An image format used on the Web that supports transparency. That is, part of the image can be transparent allowing other images or graphics to show through. GIFs also support transparency but in a more limited way. JPEGs do not support transparency.

Postscript (.ps)
A computer language developed by Adobe Systems for rendering art and text on a printed page. Postscript is comprised of both vector and rasterized art but renders all as a raster-based image once "delivered" to the printer, whether a desktop printer or a RIP for a high-end print job.

Ragged Right, Ragged Left Text
In typography, to allow the beginnings or ends of each sentence in a paragraph of text to end without alignment to any other line in the paragraph. Usually used in conjunction with "flush left" or "flush right" as in text that is set "Flush left, ragged right" and thus is rendered with the left edges in vertical alignment and right side – at the end of the lines of text in a paragraph – in a non-aligned formation.

Rasterized Image
The conversion of an image into a digital form in which the image is expressed by assigning color information to individual dots arranged in a grid. This grid applies to both pixels on a monitor or the information needed to "draw" imagery and type on a printed page. A rasterized image is resolution dependent in that the quality of the output is determined by the amount of information that is input. Not to be confused with "halftone dots.

Resolution
The tangible expression, whether on a monitor or in print, in the number of pixels across the width and height of an image. The more pixels used in a specific measurement, the higher the resolution. High-end printing requires images of high resolution while the Internet works best with low resolution files. Resolution impacts file size as a high resolution image holds more color information, and thus, takes up more space in a computer's memory.

Reverse
To allow either a lighter ink color or the paper surface itself to show through a darker color by "knocking-out" the shape of the element in question from the top color. An example would be to allow the white of the underlying paper to show through a shape comprised of printed black ink giving the impression of white letters on a black field.

RIP, Raster Image Processor
Translates all page information, including vector-based images and type into rasterized images for the purposes of printing. Many RIPs use a form of Postscript to render output.

RGB
Initials for red, green and blue, the primary colors of white light and emitted light such as from a television or computer monitor.

Pica
In typography, a unit of measure for usually used to describe the width of a column of type. There are approximately six (6) picas to an inch, with 12 points to a pica.

Point
In typography, a unit of measure, usually used to describe a type font's height from the top of its ascender line to the bottom of its descender line. There are approximately 72 points to an inch.

Silkscreen Printing
A form of printing in which paper or another substrate is placed under a woven mesh "screen" that holds an ink-blocking stencil. Ink is dragged across the screen with a roller or squeegee and transfers to the substrate through the mesh that has not been blocked. Silkscreen is very useful in printing items that are not flat as the screen can be fit around 3-dimensional objects.

Spot Color
Specialty colors used in high-end printing that requires fewer than four colors, or used to supplement the four-color process inks to add colors that four-color process cannot accurately produce. These colors are usually assigned to only certain "spots" on the printed page, hence the name.

Substrate
Refers to the surface upon which text and images are printed. Substrate is usually in the form of paper but it can also be plastic, vinyl, glass, cloth or other materials.

Tagline
An advertising campaign theme expressed as a slogan that is usually applied with the brand identity at the close of an ad.

TIFF (.tif), Tagged Information File Format
This is a rasterized file format for displaying grayscale, RGB or CMYK images. Originally developed for the PC, it is easily read by Apple Macintosh making it a cross-platform format. Using the lossless protocol, LZW, a TIFF can be compressed to reduce its file size.

Tints
Refers to reducing the strength of a color in varying percentages. In printing this is done by reducing the size of halftone dots to allow more of the paper to show thus diluting the color intensity.

Typeface
Refers to the collection of similar fonts into type family, such as Helvetica. A font refers to a member of that family such as Helvetica Bold.

Uncoated Paper
Paper that does not have a gloss or smooth surface and comes in a variety of textures, weights and colors. Stationery is usually printed on uncoated as it can accept handwritten and inkjet inks, and laser printer toner, without smearing.

Vector
A form of expressing color information using specific points in a shape to define not only the color but also the angles and curves of the shape. Vector images are usually "drawings" of flat color which can be printed or used as masks in rasterized image formats. Since the vectors determine the shape and size of the image the format is considered resolution-independent. The final resolution is determined at the time of printing by the print device itself.

X-Height, X-Height Line
In typography, using the height of the lowercase letter "x" to determine the height of the main portions of the lowercase type in a font. The x-height line is an invisible line that runs parallel to the baseline just above the top of the lowercase letter "x". The x-height can impact the "readability" of a paragraph of text. Type with tall ascenders and long descenders will have a shorter x-height which in some cases may make the text more difficult to read in smaller sizes.

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